

# AIR TRANSPORTATION



THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE



Vol. 19   ★   No. 1

JULY 1951

**AIR TRANSPORTATION**  
leads the  
air shipping field  
and we can prove it!

**CIRCULATION**  
**READERSHIP**  
**IMPACT**  
**EFFECT**  
**BUY-POWER**  
**SERVICE**

AIR TRANSPORTATION has the largest circulation of any air shipping publication in the world. (Compare audited statements in Standard Rate & Data.)

Results of a survey verified by Facts, Inc., show that 4.4 readers, the majority of whom are shipping executives, peruse each copy of AIR TRANSPORTATION.

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86% of AIR TRANSPORTATION's readers recommend or directly select transportation media; 61% recommend or directly order purchase of shipping supplies; 55% recommend or directly order purchase of new equipment.

In the last audited half-year period, AIR TRANSPORTATION's Special Service Department received and serviced 658 requests for 3,908 units of free, helpful literature.

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**AIR TRANSPORTATION**

**10 BRIDGE STREET  
NEW YORK 4, NEW YORK**

# AIR TRANSPORTATION

The World's First and Only Air Cargo  
Magazine . . . Established  
October, 1942



MEMBER OF CONTROLLED CIRCULATION  
AUDIT, INC.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, personnel and business air travel.

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### COVER

The month of the Glorious Fourth, never better characterized than by America's beloved Lady of Liberty in New York Harbor.



# something new has been added



THERE'S an innovation on Page 23 of this issue—a new feature called *Business Flight*.

And there's a reason for the inaugural of *Business Flight*—a reason which traces its way back to a survey made earlier this year by *Air Transportation*, and verified by an independent research company before the results were made public.

Let's go back a little.

We'd always felt that the most natural business air traveler was the man who shipped all or part of his manufactures or products by air freight or air express.

To put it simply, the argument went something like this: *If a man believes in air, he ought to believe in it all the way.*

So, when *Air Transportation* devised its questionnaire for the purpose of determining the effect of the magazine on its readers, as well as the purchasing power of the latter, we tossed in two innocent-looking questions which read:

"Does the nature of your position cause you to travel by air?" And: "If the answer is Yes, about how many business flights a year do you purchase?"

WELL, to warm over an old cliché, the results were astounding. Not only did we learn that approximately two-thirds of our readership are *business air travelers*—this in contrast to air tourists—but that they purchase anywhere from four or five to 500 domestic and/or international flights a year!

If the latter figure is an astonishing one, this is explained by the fact that in most of the larger corporations the traffic department (to which *Air Transportation* addresses itself editorially) is entrusted with purchasing travel for sales and executive personnel.

Then, too, some of our regular readers have notified us that their companies own and operate their own executive-type aircraft.

What we're primarily interested in, of course, is the development of air cargo; and we're not naive enough to hope that it will grow of itself.

Like the advance agent of the traveling circus, the salesman must precede the sale, and the sale must precede the actual shipment.

*Air Transportation's* job is to convince the businessman that it is economically feasible to airship everything from avocados to zithers. And if we help things along by urging him to step up the negotiation or closing of a deal by taking advantage of the speed of air travel, we believe that a portion or all of the shipments to follow will take to the airways.

FOR that reason *Business Flight* makes its bow in this issue, and will continue to appear regularly in alternate issues.

The *Air Commerce* section continues as it has been—in every issue.

To those who might suspect that we are forsaking air cargo, we say: "No such thing! Perish the thought!"

*Air Transportation* is and will remain a magazine wholly devoted to the furtherance of air cargo—still the world's first and only air cargo magazine.

The *Business Flight* section is designed to popularize and report on developments in business air travel so that an even greater volume of air freight and air express will follow as a normal result.

Furthermore, the extreme activity of our shipper-readers as business travelers naturally demands the new feature.

We hope you find the new addition helpful.



# Trade-Wise Italy Has Turned To Air Freight

By A. J. LOFFREDO

Cargo Sales Manager

LAI—Italian Airlines

LOOK at the history of Italy, all the way back to the glory that was ancient Rome's, and you will see how much of its bloodstream are trade and commerce.

The far-reaching spirit of the overland caravans and the sea-plodding galleons are, in effect, still alive—this time in the form of sky-streaking airplanes.

The objective remains the same: the exchange of goods between producing and purchasing nations.

Italy, which has felt the weight of bombs and suffered the ravages of war in no small way, is on the march toward reconstruction within the family of democratic nations.

If its commerce and industry have been hit, its precious know-how has not.

Thus, its export potential—and, for that matter, its import potential—cannot be considered low.

Since the end of the war the transport plane has come into play in an important way.

We at LAI-Italian Airlines know well how Italy is becoming increasingly dependent on air.

To underline this, one can point to the wide variety of manufactures which readily lend themselves to air shipment: low-weight, high-value commodities such as cosmetics, perfumes, textiles, jewelry, pharmaceuticals, scientific instruments, etc.

Italian exports are being flown to all parts of the world, with exceptionally large quantities absorbed by the United States, South Africa, South America, India, Pakistan, Saigon, and Hong Kong.

For example, Italy's postwar exports rose from \$370,632,000 in 1946 to \$458,060,000 in 1949, while imports increased slightly from \$68,657,000 to \$71,218,000 in the same period.

The rate of increase in air exports and air imports, it is known, exceeded the total rate seen in the statistics mentioned in the preceding paragraph; for the habit of shipping by air, especially over long distances, is biting in.



Here in the United States, LAI's transatlantic services are attracting an increasingly expanding variety of freight; and, to an important extent, we are leaning on the international air freight forwarder whom we recognize as a valuable asset.

Although air freight transportation is growing by leaps and bounds, and it is becoming almost a household word, a large percentage of shippers have still to learn the economic advantages of its use.

Air cargo men like myself find ourselves exasperated when confronted with such misguided statements as: "Oh, air freight is all right when there's an emergency, but who has an emergency every day?"

Or: "Air freight is expensive, isn't it?"

It seems strange that even in the year 1951 there exist shippers of perfect air freight commodities who wonder if the airplane has been developed to a degree of dependability and reasonable return to the one who pays the shipping costs.

In my opinion, it is the professional duty of all shippers—whether they be traffic men, sales managers, export and import managers, presidents, or freight forwarders—to examine minutely the why and wherefor of air shipping.

As an air cargo man, I stress *economics*, not *glamor*—and that's the story that must be imparted.

The shipper and the receiver are interested in profits; and if the *true* story of air freight transportation is brought across to consignors and consignees everywhere, there is no doubt in my mind that the cargo departments of all the air carriers, both domestic and international, will move from second to first place as revenue producers.

I do not say this wishfully; I quite expect this eventuality sooner than most people believe—for, as has been pointed out in the pages of this magazine a number of times, the history of air transportation will fol-

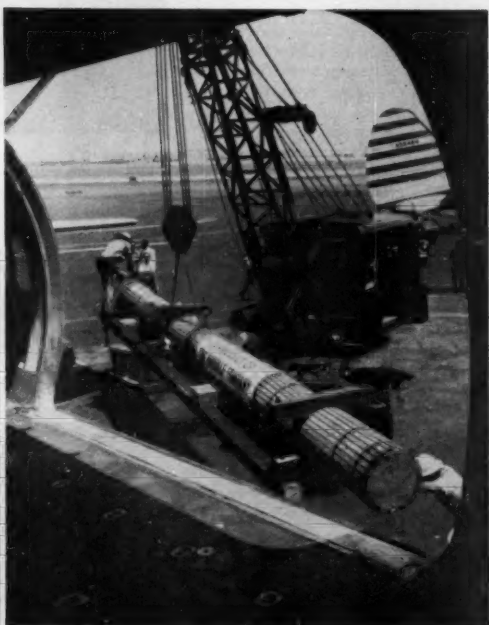
(Concluded on Page 27)

The picture story of the heaviest single piece of machinery ever transported by a commercial airline—a 20,000-pound, 32½-foot long steel column, flown from Philadelphia to Los Angeles in Slick Airways' new Douglas DC-6A *Liftmaster*. Not only did the 12-hour flight reduce normal delivery by 11½ days, but it enabled one important facet of the national defense program to get into full swing 10 days ahead of schedule. The plane hauled an additional 3,500 pounds of tie rod accessories on the same flight.

# SLICK TRICK . . .



1. At Midvale Company of Philadelphia (above)
2. Steel column (above right) is trucked to airport
3. Cargo doors (below) open wide for the freight
4. Powerful crane on field gets into gear.





5. Column gently slips into cargo hold



6. Interior shows how unit is handled



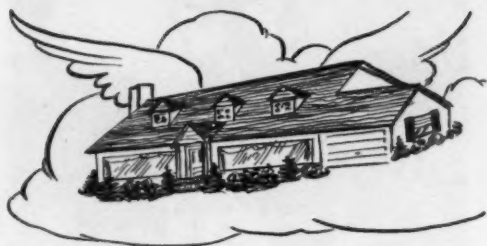
7. Giant unit is comfortably settled



8. Off for the West Coast—to Alcoa



# AIRY HOUSES



By KEITH NEWMAN

*Housing Correspondent, The Sydney Morning Herald*

FOR appearance and speed of completion, a housing project just completed by Qantas at Lae New Guinea, compares more than favorably with anything I have seen in Australia.

Last November Captain Orme Denny, QEA line manager for New Guinea and Island Services, sent the bulldozers into a patch of jungle at Lae. When I went up in August, he was able to show me 23 completed houses.

That they are comfortable and attractive I can personally attest, for *Herald* photographer Fred Halmarick and I were among the first tenants in one of these places.

To complete 23 houses in that time, along with very fine dining and lounge rooms, with bars for staff and passengers, garages and power house, is no small achievement, as any builder who has tried to polish off such a programme in comparable time will testify.

To do it at an isolated outpost of the Australian Pacific community against the handicaps of shipping scarcity and uncertainty, losses and breakages in transit, and a scarcity of tradesmen that even a mainland builder would regard as acute, is one of the best pieces of postwar housing achievement I have had the pleasure of reporting.

One of the most interesting things about the project was that every stick of timber used in it was flown the 62 miles from Bulolo to Lae.

The DC3s used for the lift can take about 6,500 pounds out of Lae. A house goes out in five plane-loads at a cost of about 2d. a pound. This works out at about £300 a house for air freight.

The back of the problem, it appears in retrospect, was actually broken before the work started, when Captain Denny persuaded his old associates, Bulolo Gold Dredging Ltd., to accept a contract to erect structures from the pre-cut system they developed in the Bulolo Valley.

Bulolo, practically wiped out by the war, has been rebuilt completely in less than four years, and with no half measures, either.

## Airborne Dredges

Bulolo, as is probably well known, is one of the romances of commercial aviation, for this gold recovery centre away in the mountains of New Guinea rests securely on the foundation of the rough little airstrip beside it.

The great dredges, weighing hundreds of tons, were designed to be assembled from units, each of which could be flown in, and in a manner of speaking, one could say that the success of the Qantas housing project at Lae really began in those distant years.

Having achieved a "pre-cut" dredge when many experts were laughing at them, Bulolo's engineers were not in the least daunted when called on to devise a pre-cut system from which could be assembled houses of various sizes, barracks, messes, and assorted structures.

As one of the band of pioneer New Guinea pilots who showed what commercial aviation could do, Captain Denny had long been closely associated with the Bulolo people, and naturally

took a keen interest in their postwar reconstruction.

Here, it seemed to him, was what all airmen like — the shortest and clearest route to an objective. So, although Bulolo G.D. were not particularly anxious to go into the business of building contractors, they agreed to take a Qantas contract.

Here let us take a look at what Qantas was up against. About the end of the war they took over the private airline formerly run by W. R. Carpenters, the island trading people, but they inherited nothing in the way of ground assets in New Guinea. Everything had gone with the wind of war.

The problem of housing aircraft, stores, freight, staff, and passengers was enormous, for the objective was not to regain the pre-war standard, but to far exceed it.

QEA's New Guinea services are expanding at a remarkable rate, but each step forward brought new problems of accommodation.

Pressure was most acute at Lae, which is the New Guinea headquarters, and whence scheduled services are run to Bulolo, Wau, Madang, Rabaul, Kavieng, and Manus. In addition, a steady run of freighting and general charter works keeps Lae Airfield one of the busiest in our quarter of the globe. Air cargo uplifted last September ran into 1,000,000 pounds.

With such growth, something had to be done, and fast. The army leftovers which had served to house men, offices, and staff, just wouldn't stretch any more.

*(Continued on Page 28)*



Emery Air Freight Corporation has combined youth, drive,  
and a new concept of air forwarding to produce its . . .

# Success Story

By **RICHARD MALKIN** • *Managing Editor, Air Transportation*

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**W**HEN a firm sets up a program to offer a high-speed air freight service; when that firm shows a consistent record of profits since passing the hump; when, in the space of a few years, it turns out to be the largest air shipper in the country; when, without fanfare, it is expanding its operation across the length and breadth of the country—that's *news*, brother!

Perhaps a tip-off to the ultimate success of Emery Air Freight Corporation was a statement made three-and-a-half years ago by John C. Emery, president, at a forum sponsored by the Aviation Section of the New York Board of Trade and the Second Region of the Aviation Writers Association (see January, 1948, AT).

"We—the freight forwarders—believe that the impressive gains which air freight has made month by month last year and this year can continue indefinitely," he said. "We do not know—or at least I do not—what the so-called 'air freight potential' is, although we are confident that it offers a larger promise for air carrier earnings than does the passenger business. . . .

"Other kinds of freight carriers have largely exhausted, in all probability, their opportunities for cost reductions in other channels to absorb rising labor

costs. Not so the air freight carriers. They have a chance, and if they make it good, air freight can bite more and more deeply into the mountain of freight traffic which underlies our national economy. . . .

"We are not competing for a share of a limited volume of traffic; we are only starting to develop a huge, new business. Our problem is not to fill the few cargo bins we have today, but to build

(Continued on Page 27)





In the fourth instalment of his fine report,  
*Problems Affecting Air Cargo Development in California*,  
the author, among other phases, discusses . . .

# The Untried Market

By HARRY E. KARST

*Consultant, The California Aeronautics Commission*

TO date, little has been said, and practically nothing has been done, toward the creation and nurture of the one indispensable element which is basically important to any enterprise conduct for profit. That element is the ultimate consumer.

There is a fairly well defined chain of events that occur before most manufactured, processed or agricultural products are finally sold. First raw materials must be produced, then they are handled through processing, transportation, and finally, retailing. It is the retailing phase which is controlling. If the consumer will not pay a price which includes all of the costs of raw material, processing, transportation and selling, there is no economic justification for the investment of time, effort and money involved in any of these earlier links of the chain.

Every business which is conducted commercially and for profit, finally depends upon the customer, and it is customer acceptance, or lack of acceptance, which spells success or failure for that business.

Practically all of the material ever written on the subject of air freight, employs the phrase "vine-ripened," or its companion phrase, "tree-ripened." These four words have been considered to be magic keys which would open the doors to tonnages which have been forecast on almost astronomical levels.

These phrases are obviously important. They have been spoken and written hundreds of time—but *they have practically never been acted upon*. Infrequent, irregular and, more often than not, inconclusive experiments with mature products have been conducted. No continuous, controlled project has ever been accomplished under normal operating conditions.

Nowhere in the welter of words about the air transport of perishables is there a single account of the execution of even one practical, long-range program aimed at the creation of the consumer demand which constitutes the very keystone of the fabulous tonnages which were predicted, and which failed, utterly, to materialize.

## Untasted Fruit

The net result is, that at this moment, there is serious doubt that one housewife out of 100,000, who lives in the Northeastern industrial area, has ever tasted really vine-ripened or tree-ripened California fruit.

The reason for this situation does not lie in the fact that fruit and vegetables have not moved between California and Eastern destinations by air because, as a matter of fact, they have moved, and are moving now. An example is found in something which is being done in the Los Angeles area. The buying agency

for a Midwest chain store is going down to the Los Angeles Wholesale Terminal Market and is buying choice fruit and vegetables, which are then put together to form loads ranging from 500 to 1,000 pounds. These are top quality products, *but they are not vine-ripened or tree-ripened*. They are simply selections which are made from stocks available in the market, most of which were destined for consumption in the Los Angeles area. The buyer then moves the shipment to a chain store in the Middle West via air. This is a regular routine operation which takes place on an average of three times every week. Investigation of the account proved that loss and damage claims were practically non-existent on these shipments.

Another example was observed at the Los Angeles International Airport. On the ramp one day about the middle of May, there were crates of strawberries consisting of five flats, each flat weighing slightly over 10 pounds, with the package bearing a billing weight of 55 pounds. There were seven such flats on the ramp in the shade.

Anyone familiar with perishability, recognizes that strawberries are extremely critical. Much has been written about the difficulties involved in strawberry transportation. The alleged perishability factor led to inquiry into the special handling and precautions in-

*(Continued on Page 28)*

FLY  
YOUR  
SHIPMENTS



FLY  
YOUR  
MAIL

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NO. 1

## National Emergency Will Draw on Fleet Of Reserve Aircraft

WASHINGTON, D. C.—The Military Air Transport Service, with the lessons of the Berlin and Pacific airlifts behind it, has set up an Ad Hoc Staff Group, composed of seven Air Force reserve officers now connected with the commercial air transportation industry, and five MATS officers—these men to develop plans for a reserve fleet of civil transport aircraft which will be made available in the event of war.

Lieutenant General Laurence S. Kuter, MATS Commander, will receive the group's blueprint which will include such problems as the suitability of civil transport aircraft types and aircraft modification required to make them militarily usable. Kuter is acting as United States Air Force coordinator between industry, civil government agencies, and the military.

Comprising the officers recalled for 30 days' active duty are: Brigadier General Ray W. Ireland, vice president-traffic administration, United Air Lines; Colonel J. R. Cunningham, director of communications, United Air Lines; Colonel Raymond T. Elmore, executive vice president, Transocean Air Lines; Colonel Weldon E. Rhoades, manager of flight engineering, United Air Lines; Colonel James I. Teague, McMillan and Teague, Little Rock, Arkansas; Lieutenant Colonel John R. Wiley, deputy director of airport development, Port of New York Authority; and Major Arthur V. Norden, executive vice president, Seaboard and Western Airlines.

MATS officers serving on the committee are: Lieutenant Colonel Richard G. Waugh, chief, War Plans Section; Lieutenant Colonel Edward A. Guilbert, deputy chief, Traffic Division; Lieutenant Colonel John J. LaRoche, deputy chief, Civil Air Division; Lieutenant Colonel Richard H. Cook, assistant chief, Military Personnel Branch; and Captain Roy E. Friedrich, International Civil Aviation Organization liaison officer.

## Dominican Rule Protested

NEW YORK—The Commerce and Industry Association of New York has protested a recently passed Dominican Republic regulation which requires consular legalization of documents covering air shipments. The new rule, the organization stated, would delay the shipments at least a full day, thereby negating the value of air cargo. Essential goods, in particular, would be affected, the protest claimed, in view of the fact that speed is of the utmost importance. The regulation became effective June 9.

## IATA-ICPC Cooperation Safeguard Air Shipments

MONTREAL—The International Air Transport Association will work closely with the International Criminal Police Commission to insure additional safety to international air shipments—already the safest in the world—aid in the prevention of smuggling, and streamline police procedures at airports, according to an official announcement by Sir William P. Hildred, general director of IATA. ICPC is an agency of the United Nations, originally set up to deal with crime

prevention, treatment of delinquents, and traffic in white slavery and drugs.

Hildred stated that "the fact that pilferage of airline cargoes is extremely rare is already reflected in the low insurance rates on goods shipped by air," adding that not only has international air cargo become established as the safest method of shipping goods, but "we mean to keep it so." This is where the airlines' own security services and ICPC will come into play.

ICPC, which was founded 28 years ago and has 36 member states, has as its basic purposes the organization of relations between police forces, the centralization of information on international police matters, and the study of technical and cultural questions.

## 100 Calves Fill Flying Tiger Plane to Market

BURBANK—None more than a week old, and some born only a few hours ago, a herd of 100 calves were transported from Los Angeles to the market at Enid, Oklahoma, in a Flying Tiger freighter. The calves were auctioned off and en route to farms in Oklahoma and Texas in less than a half-day.

Herb Lipps, an Enid cattle dealer, who was responsible for the air shipment, pointed out that the high costs of labor and feed in Los Angeles County does not "make it worth while for the dairymen to raise their calves, even though they are all out of purebred cows by registered bulls." Since rail shipping consumed five days, with a high degree of risk, Lipps turned to the air. The calves fetched a good price at the market, and the following week the cattle dealer ordered another plane load.

## S & W Increases Payload

NEW YORK—Increase of the allowable take-off weight of Seaboard and Western Airlines' seven DC-4 freighters, from 70,700 pounds to 71,800 pounds, will give the transatlantic carrier a payload rise of from 8% to 10%. Special operational techniques with the same engines, used for earlier lower take-off weight have made the increase possible.

According to the airline, "the significance of the increase is underscored by the fact, confirmed by airlift records available for the first seven months, that Seaboard is carrying higher payloads of war materiel" (Concluded on Page 15)

## BEA Drops London-Prague

LONDON — British European Airways has curtailed direct service between London and Prague because of reported discrimination against the airline and its personnel by Czech authorities. The service had been inaugurated five years ago.

## Slick in Columbus

COLUMBUS—This Ohio city is now served by Slick Airways, the 33rd on the air freight carrier's transcontinental route. Columbus is noted for its important automotive, aviation, glass, and clothing industries, as well as for its outstanding retail outlets.

## Wiggins to Robinson

WASHINGTON, D. C.—The Civil Aeronautics Board has instructed Wiggins Airways, New England local service air carrier operating a half-dozen Cessna T-50s, to sell out to Robinson Airways which operates local routes in New York State. Robinson flies DC-3 equipment.

## C&S Connies Expand

MEMPHIS—Chicago and Southern Air Lines' new Constellation flights to Detroit and Indianapolis have given the Motor City the first four-engine service from Memphis. Inaugurated last month, the service also provides Houston with additional Connie flights to Memphis, St. Louis, and Chicago; and to Detroit and Indianapolis from both New Orleans and Houston. C&S now operates six of these Lockheed transports.

## WORLD-WIDE SHIPPING



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Shipping Problems**

## PNYA Uses Helicopter

NEW YORK—Executives and commissioners of the Port of New York Authority are using a Bell helicopter to expedite their movement between headquarters in Manhattan and airports in the Borough of Queens and New Jersey. Transportation time between Newark and New York International Airports, for example, has been cut from two hours (ground) to 20 minutes (helicopter).

Recently, Austin J. Tobin, executive director, and John M. Kyle, chief engineer, flying in a helicopter, conducted an on-the-spot inspection of 50 percent of the Authority's current construction projects in two hours. Previously, this inspection would have had to be done by passenger car, jeep, and on foot, consuming approximately three days. Some parts of the construction areas are inaccessible.

## Chase Bought by Kaiser

WEST TRENTON, NEW JERSEY—Chase Aircraft Company, designers and builders of the *Avitac*, has been purchased by the fabulous Henry and Edgar Kaiser, and the latter has taken over the presidency. Michael Stroukoff, former president, remains as chief engineer in charge of research. Chase started in business as a manufacturer of gliders and wound up, with an admirable cargo plane. The Kaisers, with all their production know-how behind them, are expected to make things hum. The new president is eager to find commercial application to the military designs now on hand.

## MATS' 3rd Anniversary

WASHINGTON, D. C.—Formed June 1, 1948, the Military Air Transport Service, outgrowth of the historic Air Transport Command and Naval Air Transport Service, quietly celebrated its third anniversary last month. The record shows that during its third year MATS flew more than 243,000,000 ton-miles and 916,000,000 passenger-miles, airlifting 60,000 tons of vital freight and mail and 400,000 passengers.

Commander of MATS is Lieutenant General Laurence S. Kuter; Rear Admiral Hugh H. Goodwin, vice commander; and Major General William H. Tunner, deputy commander.

## New Alaska-U.S. Runs

WASHINGTON, D. C.—Pacific Northern Airlines and Alaska Airlines have received certification from the Civil Aeronautics Board for flights between points in Alaska and Seattle-Portland. PNA will operate from Anchorage, via Juneau, Yakutat, and Cordova; Alaska, nonstop from Fairbanks.

## Stratofreighter Sets Mark

HONOLULU — Flying nonstop from Kelly Air Force Base, San Antonio, Texas, a Military Air Transport Service *Stratofreighter* landed at Hickam Air Force Base here just one minute less than 12 hours. Average was 333.6 miles an hour, cutting 16 minutes off the previous mark.

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## Soriano Returns to PAL

MANILA—Colonel Andres Soriano, who resigned the presidency of Philippine Air Lines because of "undue interference" in the management of the transpacific carrier, has agreed to a new one-year contract as the airline head. (See June AT.)

Soriano, after a series of discussions with President Elpidio Quirino, of the Philippine Government, stated that his new contract "reaffirms the powers originally given me, emphasizes the authority necessary to comply with the responsibility of running an airline, and respects the historic right of management to manage." An additional aspect of the new contract is that "the dividing line between the sphere of activity of management and the board of directors is more clearly defined."

The Philippine Government owns 52 percent of the PAL stock, and Soriano approximately 28 percent.

## Chalk Heads New Group

WASHINGTON, D. C.—O. Roy Chalk, president of Trans-Caribbean Airways, has been elected head of the Independent Military Air Transport Association, a group formed by those independent air carriers authorized by the Civil Aeronautics Board and the Department of Defense to engage in military traffic within the continental limits of the United States. Several of the member airlines are operating in the Pacific lift.

Theodore I. Seamon and Joseph A. Riley respectively were elected secretary and treasurer of the organization. Forming the board of directors are: Chalk; Orvis M. Nelson, president of Transocean Air Lines; George W. Tompkins, president of Overseas National Airways; Howard J. Korth, president of American Air Export and Import Company; Robert Prescott, president of the Flying Tiger Line; Roy Prescott, of the Aviation Corporation of Seattle; and Ralph Cox, Jr., president of United States Overseas Airlines.

## Comets in Service Soon

LONDON—This Winter, British Overseas Airways Corporation will be boasting the first fleet of jet airliners which will go into regular service on the London-Rome-Cairo route. It is understood that the 490-mile-per-hour de Havilland Comet, 14 of which have been ordered by BOAC, may be used on the New York-Bermuda-Nassau run. Eventually, BOAC plans to operate a long-range version of the transport across the Atlantic.

Canadian Pacific Air Lines, which has ordered a pair of Comets, hopes to have them in service within a year. Grant McConachie, president of CPAL, recently returned from England where he witnessed final acceptance tests on the aircraft.

Chargeurs Reunis, S.A., of Paris, has ordered two Comets for Union Aeronautique de Transport which operates scheduled services connecting Paris with Dakar, Abidjan, Brazzaville, and Saigon. Delivery is expected in approximately 15 months.

## Curacao Flight Doubled

NEW YORK—Pan American World Airways has increased its weekly nonstop flights between New York and Curacao to twice weekly. Southbound flights are via San Juan on Tuesdays and Saturdays, and Thursdays and Sundays northbound.



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WRITE DEPT. 107 FOR BOOKLET DESCRIBING SLICK'S NEW DC-6A SERVICE

JULY 1951—PAGE 13



## New Cargo Chute Developed

HAGERSTOWN, MARYLAND—A new-type square ribbon cargo parachute, is expected eventually to replace the 24-foot rayon cargo chute used by the United States Air Force and possibly even replace its 64-foot nylon chute, the Air Materiel Command has announced.

Tested at the Army Airborne Center, Fort Bragg, North Carolina, the new chute—made of cotton—permits aerial delivery of 500 pounds of cargo from a plane traveling at 175 miles per hour. The rayon chute is limited to 300-pound drops from a plane flying at 150 miles per hour. The big nylon chute is used for heavy drops only.

## FTL Customer Service

LOS ANGELES—The handling of inquiries and the development of freight prospects via telephone solicitation has been taken over by the newly organized Customer Service Bureau of the Flying Tiger Line here. If the experiment works out to satisfaction of FTL officials, the service will be expanded to the company's other stations. First results, they say, have been okay.

## More NWA Flights to Korea

ST. PAUL—Northwest Airlines last month increased its weekly flight between the United States and Korea to two-a-week. The airline operates into Pusan.

## West-to-East Commodity Rates Reduced by United

CHICAGO—In a further effort to step up air freight traffic from the West Coast to the Midwest and East, United Air Lines has instituted additional reductions on a number of commodities. Savings to shippers range from 12% to 40%.

Rates on nuts, bolts, and screws from San Diego, Long Beach, Los Angeles, San Francisco, and Oakland, to 13 cities were cut 25%. Cities affected are: Chicago, Milwaukee, South Bend, Toledo, Akron, Detroit, Cleveland, Philadelphia, Newark, New York, Hartford, Providence, and Boston.

Hatching eggs from Merced and Modesto, California, have been given a 12% rate cut. New rates are applicable to Omaha, Iowa City, Cedar Rapids, Des Moines, Chicago, Toledo, Philadelphia, Baltimore, Washington, D. C., Newark, and New York.

Savings up to 40% are effected by United's reductions on rates for shipping 26 commodities including business machines, film, meats and poultry products, fresh fruits and vegetables, cosmetics, and phonograph records. These rates are applicable from San Diego, Los Angeles, San Francisco, and Oakland; to Baltimore and Washington, D. C.

## Freighter in Arctic Tests

LONDON—A Bristol Freighter has undergone extensive Arctic tests, operating from a Royal Canadian Air Force base from which it made a number of Polar flights. Principal tests were made at Northern bases in Manitoba and the Yukon where temperatures were, at times, as low as 60 degrees below zero.

Flying some 350 hours, the British cargo plane included an emergency trip to Coral Harbor, a sub-Arctic station on the shores of Hudson Bay, carrying a 12,000-pound snowblower broken down into two units.

## PAL Shows Profit

MANILA—The first four months of operations this year has shown a profit for Philippine Air Lines to the tune of \$291,000. This is comparison to the loss of \$154,215.50 for the corresponding period a year ago.

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## S & W Increases Payload

(Continued from Page 11)

and military personnel over the Pacific than any other commercial operator of DC-4 aircraft." It stated that recently published statistics showed Seaboard to be "averaging 1,040 pounds per trip more than its nearest competitor, and 1,600 pounds more than the average for all others."

## Accompanied Freight Okay

WASHINGTON, D. C. — The Flying Tiger Line has been granted a Civil Aeronautics Board exemption permitting personnel to accompany freight of a type which requires custody (such as livestock, human remains, secret cargo, etc.). Previously only airshipped livestock had been accompanied aboard FTL aircraft. Charges are at regular tariff rates, but on a basis of 200% of the weight of the attendant and his baggage.

## Air Beef Lifts Sheep, Too

MELBOURNE — One of the Bristol Freighters operating in the uniquely successful Air Beef scheme recently was diverted to haul 120 sheep from Kangaroo Island to the Adelaide market—a distance of some 90 miles. Average weight of the sheep was 100 pounds. An official of Australian National Airways claimed that 160 sheep could have been flown had the plane been fitted with a second deck.

## CAREFUL HANDLING STRESSED



How the Air Cargo Department of Chicago and Southern Air Lines points up the importance of proper handling for safe shipment. Note that the case history highlighted in the above cartoon is not a figment of the artist's imagination, but an actual incident involving the loss of \$1,125. C&S reproduced the cartooned lesson on posters which appeared on the bulletin boards of all the airline's traffic, sales, and operations offices.

## 100 Convair 340s Sold

SAN DIEGO—The purchase of 10 additional Convair 340s by United Air Lines

has brought sales of this transport model to 100. J. V. Naish, vice president of the Consolidated Vultee Aircraft Corporation, reported last month. Deliveries are scheduled for 1952 and 1953.



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## AA Freight Sales Campaign

NEW YORK—American Airlines is out to restore its leadership in domestic air freight, and two months have been set aside (June-August) during which to expend the gigantic effort. AA's cargo chiefs and personnel are deadly serious about the project. Non-cargo personnel, for example, are expected to spend twice as much time on freight sales as they ordinarily do; those who never had touched cargo are required to make at least two freight calls a day. In key cities, all sales representatives have been instructed to turn 100% of their time to freight for one full week.

## Canada's Fair a Hit

TORONTO—All reports on the Canadian International Trade Fair, which closed June 8, prove that the show has been the most successful in the four years since its inauguration. By far the great percentage of exhibitors from 23 countries expressed satisfaction with results. More than 55,000 business visitors from 55 countries attended the fair, more than 90% of whom were Canadians. The next largest group—almost 1,000—came from the United States.

## PAA Seeks Casablanca

WASHINGTON, D. C.—Permission to serve Casablanca, French Morocco, has been requested by Pan American World Airways. The airline would use the city as an interim stop between Lisbon and Dakar on its New York-Johannesburg route.

## British Carriers Worried About Hong Kong Cargoes

LONDON—Air carriers in Britain are insisting on full payment in sterling in advance of hauling cargoes to Hong Kong. This naturally follows the current hesitancy of exporters who are not keen on shipping goods to the British Crown Colony where, if the political tension heightens, there is every possibility that payment will never come.

Some British operators report they have had to wait several months for the money to be transferred from Hong Kong to the United Kingdom. This situation has had a negative effect on credits to charterers.

## New York Dress Shippers Look to Good Fall Season

NEW YORK—Heavy buyer attendance at the dress market here, plus the placement of a large volume of orders for the coming Fall season, points the way to another good shipping period for forwarders and air carriers. Deliveries will begin this month and continue right through August, with reorders following somewhat later.

According to reports from the New York Salesmen's Guild of New York, Inc., sponsors of the show, more than 500 buyers attended the opening day of the show. This number was tripled on the second day. Little or no price resistance was encountered. Officials of the salesmen's organization stated that 50% more business was written than if individual contacts had been made.

## Airborne DDT Idle in Iran

TEHERAN—Although a large quantity of American DDT had been flown here, at a total cost of approximately \$200,000, to wage war in malarial districts, none of this has been used, according to United States Ambassador Henry F. Grady. (See June AT.) Grady has warned the Iranian Government that if spraying operations are not started immediately, a large percentage of last year's anti-malaria work will be wasted.

## Two C-46s for LAV

CARACAS—Two C-46 Commando airfreighters have been purchased by Linea Aeropostal Venezolana. The new aircraft will be used in international air cargo services as well as on routes within Venezuela.

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## AIR FREIGHT FORWARDERS

A RECENT communication to the Customs Brokers and Forwarders Association of America, Inc., by V. J. Zabohon, manager of the recently organized Foreign Freight Department of the Flying Tiger Line, emphasized several important points in broker-forwarder-carrier relationship which is worthy of examination. The questions raised by Zabohon are especially pertinent. Following is the complete text:

The reams of evidence and months of expert testimony by all interests involved in the recent adjudication of the freight brokerage questions, have established, even to the layman, the tremendous value of the dual functions performed by the broker-forwarder in behalf of shipper and carrier interests in foreign trade.

In being the first domestic air freight carrier to establish a Foreign Freight Department, the Flying Tiger Line has gone far beyond the mere acceptance and understanding of these facts in their consideration of the import-export activities of the shipping public.

That this testimony further established the propriety of payment to the broker-forwarder, of fees by the shipper interest as well as freight brokerage by the carrier interest, comes as no surprise to us. The Flying Tigers, certificated over a domestic route, has been one to consistently advance payment of such freight brokerage (our agency commissions of 5%), accepting only the very limitations imposed by the broker-forwarders themselves, wherein the performance of these functions rather than the payment of the freight brokerage, represents the *prima facie* evidence identifying the broker-forwarder.

In the light of these facts, we have heard stated that "Custom house brokers and foreign freight forwarders are . . . a hard bitten lot, having little faith in theory and plans, and demanding only practical accomplishments"; my 15 years of activity in this field prompts me to add a hearty aye.

However, it was not the intent to state that the demand was for the practical—leaving to our joint responsibility the accomplishment; establishing air freight carriers as a member of the transportation family, not as the fastest substitute for but rather a faster alternate to, usable in connection with other media of transportation.

In considering the foreign trader's necessary and constant compromise between the elements of time and transportation cost, both direct and indirect, it can readily be understood where the former, barring emergency shipments, is measured in terms of pounds and possibly hundred pounds. It is significant, from the standpoint of the practical, that in the latter the terms are tons as exemplified by the air-to-steamers exports and steamer-to-air imports currently moving via the Flying Tiger Line.

Within the framework of this existing flow of traffic, basically carrier-induced, lies not only the portent of the future of the domestic air freight carrier in foreign trade, but more pointedly, the challenge to the hegemony of

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the trader-broker, forwarder-carrier association in foreign traffic.

Can it be said, that it is the sole responsibility of the air freight carrier to remove the existing discrimination in ocean freight rates, wherein air freight shipments are characterized as local cargo and subject to ocean charges exceeding, by the equivalent of \$1.50 per cwt, those overland rates applicable to rail and rail express shipments?

Again, is it the sole responsibility of the air freight carrier to modify the air-freight costs by developing and encouraging the use of free trade zones for the stripping of extraneous packing, necessary only for the water leg of the voyage, inducing thereby an efficient use of a facility providing for duty free storage and elimination of transportation losses and the duties applicable thereto?

Is it for the air freight carrier, solely, to modify these same costs in encouraging wider use of export packers at seaboard, developing thereby a greater flexibility in booking and the more efficient use of available sailings?

Can the air freight carrier alone compile and explore the data leading to the development and the attendant advantages of progressive factors such as through bills of lading, import commodity rates, export commodity rates and specific provisions thereto?

If for no other reason than the salutary effect upon the existing air freight movement of this traffic, a matter of immediate consequence, these elements have been or are being resolved. That is one of the progressive functions of the Foreign Freight Department established by the Flying Tiger Line.

How much more effective, efficient, and expeditious, however, that the resolution be accomplished in concert with the broker-forwarder. Precedent points to the measurable benefits accruing thereby to broker-forwarder and carrier alike. More important, however, are the advantages to our mutual principal—the foreign trader—in thus further establishing the true economic level of air freight as a participant in the movement from origin to destination. But the broker-forwarder can immediately and accurately calculate the present as well as far reaching effects this will have upon greater utilization of this faster means of transportation.

That such traffic exists is fact; that it can be further developed is obvious. We leave to the broker-forwarder, not only the forecasting of the extent of its development, but more particularly, the determination of his own participation, and the active extent thereof, in removing impediments of that development.

It is a matter of record that incentive for such participation exists; it is our belief, that it is more than sufficient to justify an active and aggressive contribution on the part of the broker-forwarder.

Recognizing an aircraft as merely another form of boxcar, or truck, or steamer hold, the foreign trader, in his compromise between time and cost, has heretofore, is now, or may be considering its use in some phase of the transportation of his merchandise.

As efficient representation is the first principle of a broker-forwarder activity, it is incumbent upon him to provide efficient execution of that consideration; failing that, to relinquish that part or the whole of that

representation in directions where it can and is being done.

In the positive sense, it is fact and not conjecture, that the current payments of freight brokerage on air freight (not air express) movements are a consideration sufficient not only to justify active participation, consistent with the above, but more significantly, aggressive development of their own (and other) potential air freight movements.

Not without significance is the fact that such agency commissions of 5%, unparalleled in that they apply to the domestic leg of the movement, serve to augment rather than suppress the existing considerations of broker-forwarders in foreign freight.

Finally, and this has no basis in any material considerations, the broker-forwarder looks with justifiable pride on the accomplishments of our merchant marine during the last world conflict, tracing therein his not inconsiderable contribution, made collectively and individually, in its development and support during those peacetime years when its need was not so graphically obvious.

In the light of present day international tensions, in the face of the Berlin airlift, the Korean airlift, is there not sufficient incentive for the progressive and aggressive development and support of the merchant marine of the air?

We think so.

Other industry news follows:

► **Ace Air Freight Company, Inc.:** The leasing of larger quarters at 144 West 19th Street, New York, has been announced by Albert M. Newman, general manager. Street-level receiving facilities are available.

► **Acme Air Cargo, Inc.:** Inauguration of a new service to Havana has been announced by the company. Acme's Miami office is a focal shipping and transshipping point for its Latin American service. It has been in operation for nine years, maintained by Acme Fast Freight, parent company of AAC. Heading the Havana organization, Acme Air Cargo Cubana, S.A., is M. A. Ortiz. Besides Cuba, AAC serves Venezuela and the key countries of Europe, Asia and Africa. Streamlined air shipping procedures and expedited Customs clearance are offered.

► **Air Express International Agency, Inc.:** Miss Temperance Terry Smith has been appointed director of sales promotion and advertising. Formerly head of Terry Smith Purchasing, the new AEIA official was associated with the prominent advertising agency of Foote, Cone & Belding.

► **Airborne Flower and Freight Traffic, Inc.:** This firm has inaugurated a full-fledged campaign to develop heavy air freight in the Oakland area. According to Terrance C. Kidney, newly appointed Oakland sales head, the company wants to "develop freight in the East Bay on a big scale," pointing out that "Oakland is the hub of the whole Bay Area for heavy freight right now." AFFT was organized approximately five years ago.

(Concluded on Page 22)

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1 A helpful Safety Kit which contains a number of interior plant posters to caution truck operators, such as *Blind Corners Traffic Crossings, Low Head Room, etc.* Also included are cartoon posters emphasizing safe fork-lift operation, as well as an Operator's Guide.

2 Handy little chart which gives air parcel post rates for all eight postal zones in the United States.

3 *Speed . . . in Photo and Fact*, another of the interesting booklets depicting the particular values of air express.

4 24-page catalog in color illustrating the new line of Barrett hand lift trucks. Well illustrated.

5 Pictorial progress during 50 years in the life of the American Box Company, manufacturers of wooden and wire-bound boxes and crates.

6 Sample back number of the *American Import & Export Bulletin*, giving news of developments in the foreign trade industry. Covers Customs, Commerce, Agriculture, Treasury, and State Departments thoroughly. Reports on changes in laws, rules, regulations, etc.

7 *Special Engineering*—an illustrated booklet for industrial users of lift trucks who are faced with unusually difficult handling problems.

8 A handsome, eight-inch, plastic rule, also showing the metric scale on the reverse side. This is offered by a well-known freight forwarding firm. If you want more than one, please specify on coupon.

9 Here's a handy gadget being distributed by a prominent freight forwarding firm. It's a combination key ring and auto license holder which fits neatly into your pocket.

10 Descriptive booklet which outlines the services of Frontier Airlines in the "Rocky Mountain Empire."

11 *American Foreign Trade Definitions*, a 32-page book of high value to shippers everywhere. Includes a chart showing the various steps taken from the time a shipment leaves the consignor to the moment it reaches the consignee.

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12 An eight-page booklet, designed as a take-off on that midsize-sized magazine, *Quick*, which tells the story of air express in graphic terms.

13 44-page catalog of materials handling equipment produced by the Yale and Towne Manufacturing Company. Profusely illustrated.

14 Literature describing a new-type gummed tape dispenser which is operated like a telephone dial, measuring and cutting the tape accurately while moistening it.

15 Would you care to have your employees and associates view Towmotor's 30-minute sound movie, *The One Man Gang*? This film is designed to show how the company's idea of mass handling has helped manufacturers to develop systematic movement in less time and lower cost.

16 *Units of Weight and Measure, Definitions, and Tables of Equivalents*—a valuable 68-page book for all shippers. Handsomely put up with leatherette cover.

17 *Wings of Progress*—the story of the first quarter-century of United Air Lines. Includes historic photos.

18 An attractive and valuable wall chart in color, showing the proper procedures in storing gummed tape, the use of automatic dispensers, and the application of gummed tape. Should be on the walls of all shipping departments. Illustrations tell the story in a glance.

19 *What Every Shipper Should Know*, a 24-page, fully illustrated manual devoted to proper packaging with sealing tape. Includes directions for sealing various types of packages—telescope cartons, soft-wraps, irregular shapes, etc. Also contains essential excerpts of regulations covering parcel post, railway express, air express, and motor carrier.

20 A complete directory of all Highway Express Agency offices which provide air express service. Offices are listed alphabetically to facilitate detection.

21 *Fastest Route to Western Defense Contracts*—a pocket-size guide to every principal military installation and procurement office in the 13 Western states.

22 File-sized bulletin on the new Mobilist Tier-Master fork lift truck. Capacity is 2,000 pounds. Overall height is 72" and lift 117".

23 Information on a 4,000-pound capacity model of the SpaceMaker, for stacking and tiering skids. Has the standard 83" mast, and 58" elevation can be furnished.

24 Eight-page specification Bulletin No. 1325 which includes user benefits of the major components of the FT-60 6,000-pound capacity fork truck. Well illustrated.

25 Here's an exceptionally interesting 15-minute sound movie which is available on loan upon application. *Industry on Parade* highlights the role of a cer-

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tain international air freight carrier in the now historic and still continuing Pacific Airlift.

**26** Descriptive brochure on the brand new book, *Boscars in the Sky*, which tells the thrilling story of commercial and military air cargo, from A to Z. This volume is the first of its kind published anywhere.

**27** *Travelers' Facts About South America*—for the green visitor to the southern continent who requires all types of information concerning the various countries and how to prepare for his trip. The business air traveler will find this 28-page booklet valuable.

**28** *Your Foreign Shipping Handbook*, a descriptive booklet, in color, issued by the Foreign Traffic Department of American Express. Introduces in graphic form the various services of the company's international shipping setup.

**29** Here's a handy pocket-size weight converter, which will translate kilograms into pounds, and pounds into kilograms. Don't forget that some countries figure their weight in kilos. You'll make use of this.

**30** *Gourmet Guide to Good Living in South America*—a 55-page booklet which presents the business air traveler with all the necessary know-how relating to foods, restaurants, hotels, clubs, etc.

**31** *What to Expect from Wirebonds*—an attractive booklet which presents the construction principles of wire-bound boxes and crates. Includes 24 case studies.



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**32** *The Picture Book for Parcel Post Shippers*—an illustrated booklet explaining economies in metered parcels.

**33** *TWA's Air Freight Fact File*, which includes route map, air freight office phones, rates, etc.

**34** A new color film on Israel is available to an organization or group desiring to show it at a meeting or get-together. Depicts, social, economic, religious, and historic aspects. Twenty-five minutes long.

**35** Latest issue of *Industrial Review* which highlights the advantages gained through the use of a certain specialized packing tape.

**36** Latest issue of a valuable magazine which includes many useful tips on the use of steel strapping in packaging shipments. Well illustrated.

**37** Samples of one firm's gummed box stay paper, gummed sealing tapes, gummed cambrics, etc. Here's a full line in various sizes and colors.

**38** Descriptive literature on the Cargo Ready-Load which facilitates air freight loading and transloading. Only airline and air freight terminal men need apply.

**39** *Peggy and Mado*, an unusual comic-type booklet which does a terrific job explaining how a four-week vacation can be spent in France.

**40** United Air Lines' latest air freight folder which shows how to "streamline your manufacturing, distributing, retailing" via its service.

**41** Latest issue of *Handling Materials Illustrated* which offers actual case histories to those who are engaged in the handling of various types of shipments.

**42** Can you arrange for an interested group to watch a 15-minute, 16 mm sound film? The motion picture, *At Your Service*, Mr. Wilson, has been produced by KLM Royal Dutch Airlines. No charge for the loan of the film, but you'll have to provide your own projection equipment.

**43** Here's the very latest issue of the New York State Airport Map and Directory. This is a revision of the last map offered in these columns.

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## BOOKS

Lester Del Rey, who is a popular-science writer, explains the principles of nuclear energy in *It's Your Atomic Age* (Abelard Press, 381 Fourth Avenue, New York; 226 pages; \$2.50). Noteworthy is the fact that it's written for the layman, and that it ranges through the subject in a thorough manner.

Gerald Heard's title is *Another World Watching?* (Harper and Brothers, 49 East 33rd Street, New York; 168 pages; \$2.50). Well, is it? Heard has produced a flying saucer book (remember Sully?), this one leading to the theory of Mars and Martians. He discounts official explanations, and gives his reasons why. Result: tantalizing reading. . . . They say that within our lifetime we'll be reaching the moon. Well, you may well expect more books like Arthur C. Clarke's *Interplanetary Flight* (Harper and Brothers, 49 East 33rd Street, New York; 164 pages; \$2.50), which is an introduction to astronautics. It probably will be read with interest by some layman, but it's a little tough for most. Interesting, though.

The fascinating story of the growth of United Air Lines is contained in Frank J. Taylor's *High Horizons* (McGraw-Hill Book Company, 220 West 42nd Street, New York; 198 pages; \$4.00). And while you're soaking in the story of United, you're getting an adequate then-to-now picture of America's air transportation apocryphal history. *Wings* (Lone and Level Sands (Farrar, Straus & Young, Inc., 53 West 54th Street, New York; 314 pages; \$4.00), by Cornelius Vanderbilt Whitaker, is the perfect story. We follow known Air Force staff officer. We follow Whitney from the time he bids farewell to his wife, through a Tokyo bombing mission. India, El Alamein, Java, and a meeting with General MacArthur near Manila. Easy reading. . . . *The Airmail*, Jennies to Jets (Wilcox and Follett Company, 1285 South Wabash Avenue, Chicago; 248 pages; \$2.50), is the story of Captain Benjamin B. Lipsner, first to hold the title of Superintendent of the United States Aerial Mail Service, as told to Leonard Finley Hills. Here you get a truly wonderful historical picture of our air mail service, as told by one who is eminently qualified to tell it. The narrative moves swiftly.

Of all the flying men in this country, Wolfgang Langewiesche is certainly among the most eloquent, and possibly Number One man. He doesn't let his public down in *A Flyer's World* (McGraw-Hill Book Company, 220 West 42nd Street, New York; 278 pages; \$3.75). The author presents a pilot's view of the world—and what a fascinating view that is! . . . *Life in the Guatemalan highlands*—that's what you get in large, absorbing doses in *Beyond the Windy Place* (Farrar, Straus and Young, Inc., 53 West 54th Street, New York; 338 pages; \$3.50), by Masd Oakes. Masd Oakes is an ethnologist who journeyed to the remote mountains of Guatemala in search of Mayan descendants. Her story is both colorful and interesting. . . . Here's an amusing book—*Eleanor Waring Burnham's Home, Then and Now* (Vantage Press, Inc., 220 West 41st Street, New York; 228 pages; \$3.50). Written as a series of letters. Loaded with information on the ancient city. . . . If it's a guide book to the French capital you want, don't pass up *Nicolas's Guide to Paris* (A. De Milly, 119 West 57th Street, New York; 204 pages; \$4.25). An eye-opening as it is factual. Prefaces are by Louis Bromfield and Jean Cocteau; illustrations by Pierre Berger; woodcuts by Armand.

For a neat Guide to the Virgin Islands, we suggest Stuart Murray's *The Virgin Islands* (Duell, Sloan and Pearce, Inc., 270 Madison Avenue, New York; 178 pages; \$2.75). All the information you need, including rum recipes. . . . T. Lynn Smith, of the University of Florida, and Alexander Marchant, of Vanderbilt University, have collaborated in the editing of *Brazil: Portrait of Half a Continent* (Dryden Press, 31 West 54th Street, New York; 466 pages; \$5.75), which is composed of 19 chapters by as many authors, including the editors. An array of information on the country between the covers of a single book—all written by recognized authorities. . . . Ontario in Year Car (Rhinehart and Sons, Inc., 235 Madison Avenue, New York; 291 pages; \$2.75), by John and Marjorie Mackenzie is packed with information on Canada's second largest province. A handy guide. . . . *The Schuylkill River* is steeped in history, which gives J. Bennett Nolan a chance to dig up and record some wonderful memories in his *The Schuylkill* (Rutgers University Press, New Brunswick, New Jersey; 310 pages; \$3.50). You'll like it.



**AIR EXPRESS DIVISION, REA:** Pioneer air express executive, P. H. (Pat) Cummings elevated to the position of general manager of the Air Express Division.

**American Airlines:** Walter H. Johnson, Jr., elected secretary of the corporation and assistant to the president . . . Theodore P. Gould, director of passenger sales, succeeds Johnson as vice president in the Eastern region, while Herbert J. Lyall, Jr., moves into Gould's old slot . . . Frank W. Jones appointed director of cargo service . . . J. M. Glod, superintendent of ground services (cargo), now doubles as chairman of the Standard Practices Committee of the Industry Advisory Board of Air Cargo, Inc.

**Bahamas Airways:** New general manager is Squadron Leader L. C. Giles.

**Chicago and Southern Air Lines:** Richard T. Brodhead named district traffic manager in the Detroit area.

**Civil Aeronautics Administration:** Charles F. Horne now serving as Administrator.

**Civil Aeronautics Board:** Donald W. Nyrop, former CAA Administrator, now a member of the Board.

**Colonial Airlines:** New vice president and controller is Robert N. Herrinstein.

**Eastern Air Lines:** Charles Froesch elected vice president-engineering, and Joseph H. Brock vice president-industrial and personnel relations . . . Charles H. Shuff takes over as sales development manager, and Andrew G. Diddel operating in Shuff's old post as New York traffic and sales manager.

**Fairchild Engine and Airplane Corporation:** Ex-Governor William Preston Lane, Jr., of Maryland, elected a member of the board.

**KLM Royal Dutch Airlines:** Peter Goth now serving as Midwest cargo sales representative.

**Glenn L. Martin Company:** Dixie Business has selected Glenn L. Martin as one of the 25 foremost leaders in the South.

**Mid-Continent Airlines:** Warren L. Duncan appointed sales representative at Houston.

**Northwest Airlines:** Frank C. Judd now officially vice president-operations . . . George Masters appointed assistant director of publicity.

**Pan American World Airways:** Edward Hudak upped to the post of traffic superintendent of the Latin American Division . . . Harold L. Williams named station manager at Montevideo . . . M. L. Gates in new post as acting assistant advertising manager.

**Slick Airways:** A. C. Hunt appointed general sales manager of the system.

**Society of Industrial Packaging and Materials Handling Engineers:** General chairman of the Sixth Annual Industrial Packaging and Materials Handling Show (Chicago, October 1-4) will be A. M. Lownsbury, of Railway Warehouses, Inc. . . . Assisting Lownsbury will be Paul Meelfeld, assistant vice president, Hinde and Dauch Paper Company.

**Trans World Airlines:** Chairman Warren Lee Pierson elected first president of the American Egyptian Society . . . John L. Weller named assistant vice president . . . Jose Cabral appointed assistant to the director of sales for Europe . . . R. B. Bloker now operating as manager of radio-TV-movie contacts . . . Don Hunter moves into the position of Western region sales promotion manager, while John Forsyth performs the same job in the Atlantic region . . . Tom Lozano drops cargo sales in New York for coordinator of convention sales, sport sales, Travel Award Plan, and the commercial sales program . . . C. E. Spicer heads operations at Bombay, and U. D. Dias duplicates the job at Santa Maria, the Azores.

**United Air Lines:** Earle T. Carlin new district cargo representative in New York.

**Women's Traffic Club of New York, Inc.:** Newly elected officers for the 1951-52 term: Mary E. Clarke, Philco International Corporation, president; Lillian H. Boyland, Union Pacific Railroad, first vice president and program committee chairman; Elsie R. Petersen, Travel Arrangements, second vice president and membership committee chairman; Vanda Arendt, Emery Air Freight Corporation, corresponding secretary; Jean R. Walker, Asiatic Petroleum Corporation, recording secretary; Mabel Otterson, Connell Brothers Company, Ltd., treasurer; Teresa DeCeaere, Chicago Express, Inc., director; Alice Kenyon, Block International Forwarding Co., director.

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## Air Freight Forwarders

(Continued from Page 18)

under the presidency of J. D. McPherson, forwarding California-grown flowers to Midwestern and Eastern markets.

► Customs Brokers and Forwarders Association of America, Inc.: As a result of the order by the Office of Price Stabilization requiring Customs brokers and freight forwarders to file ceiling prices (deadline was June 16), CBFAA officials have entered into discussions with OPS men. It is being pointed out that in 1943, under the Office of Price Administration, Customs brokers and forwarders were granted an exemption from price ceilings. A similar exemption is sought.

► E. L. O'Reilly Company: New telephones of this New York outfit are: HANover 2-6630-1-2.

## KLM Circulates Article Throughout the World

NEW YORK — AM TRANSPORTATION received word at prestime that an article which appeared in the May issue of the magazine has been reproduced by KLM Royal Dutch Airlines and circulated to all its cargo personnel and general representatives throughout the world.

The article—*Who Shall Sell Air Cargo?* by Richard Malkin—was somewhat on the controversial side, pointing up certain defections in the sales approach of cargo representatives of some airlines. It attracted almost immediate comment from

many quarters, both pro and con. However, an informal tally of the letters and telephone calls received in the offices of AM TRANSPORTATION proved that the vast majority of readers agreed with the author of the article.

The KLM directive emanated from Holland, headquarters of the international airline. Referring to the article, the Freight Division requested that it be "circulated among your staff."

The Freight Division is headed by D. Sj. de Boer. De Boer recently returned to Holland following a visit to this country. United States cargo sales manager is Alvin E. Levenson; and cargo traffic manager, A. J. Rickard.

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## DOMESTIC AIR PARCEL POST RATES

Zone	First pound over 8 ounces Cents	Additional pounds Cents
1, 2, and 3.....	68	48
4.....	65	50
5.....	70	56
6.....	75	64
7.....	76	72
8.....	80	80

Weight	Zone 1, 2 & 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Over 8 ounces to—						
1 pound.....	\$0.60	\$0.65	\$0.70	\$0.75	\$0.75	\$0.80
2 pounds.....	1.05	1.15	1.25	1.35	1.47	1.60
3 pounds.....	1.50	1.65	1.80	2.00	2.15	2.40
4 pounds.....	2.04	2.15	2.25	2.67	2.91	3.20
5 pounds.....	2.52	2.65	2.84	3.31	3.63	4.00
6 pounds.....	3.00	3.15	3.50	3.95	4.35	4.80
7 pounds.....	3.45	3.65	4.06	4.59	5.07	5.60
8 pounds.....	3.96	4.15	4.63	5.23	5.79	6.40
9 pounds.....	4.44	4.65	5.18	5.87	6.43	7.10
10 pounds.....	4.92	5.15	5.74	6.51	7.23	8.00
11 pounds.....	5.40	5.65	6.30	7.15	7.95	8.80
12 pounds.....	5.85	6.15	6.86	7.79	8.67	9.60
13 pounds.....	6.35	6.65	7.42	8.48	9.49	10.40
14 pounds.....	6.84	7.15	7.95	9.07	10.11	11.10
15 pounds.....	7.32	7.65	8.54	9.71	10.83	12.00
16 pounds.....	7.80	8.15	9.10	10.35	11.55	12.80
17 pounds.....	8.25	8.65	9.68	10.99	12.27	13.60
18 pounds.....	8.76	9.15	10.22	11.63	12.99	14.40
19 pounds.....	9.24	9.65	10.75	12.27	13.71	15.20
20 pounds.....	9.72	10.15	11.24	12.91	14.43	16.00
21 pounds.....	10.20	10.65	11.90	13.55	15.15	16.80
22 pounds.....	10.68	11.15	12.46	14.19	15.87	17.60
23 pounds.....	11.16	11.65	13.02	14.83	16.59	18.40
24 pounds.....	11.64	12.15	13.58	15.47	17.31	19.20
25 pounds.....	12.12	12.65	14.14	16.11	18.03	20.00
26 pounds.....	12.60	13.15	14.70	16.75	18.75	20.80
27 pounds.....	13.08	13.65	15.26	17.39	19.47	21.60
28 pounds.....	13.56	14.15	15.82	18.03	20.19	22.40
29 pounds.....	14.04	14.65	16.38	18.67	20.91	23.20
30 pounds.....	14.52	15.15	16.94	19.31	21.63	24.00
31 pounds.....	15.00	15.65	17.50	19.95	22.35	24.80
32 pounds.....	15.48	16.15	18.06	20.59	23.07	25.60
33 pounds.....	15.96	16.65	18.62	21.23	23.79	26.40
34 pounds.....	16.44	17.15	19.18	21.87	24.51	27.20
35 pounds.....	16.92	17.65	19.74	22.51	25.23	28.00
36 pounds.....	17.40	18.15	20.30	23.15	25.95	28.80
37 pounds.....	17.88	18.65	20.86	23.79	26.67	29.60
38 pounds.....	18.36	19.15	21.42	24.43	27.39	30.40
39 pounds.....	18.84	19.65	21.98	25.07	28.11	31.20
40 pounds.....	19.32	20.15	22.54	25.71	28.83	32.00
41 pounds.....	19.80	20.65	23.10	26.35	29.55	32.80
42 pounds.....	20.28	21.15	23.66	26.99	30.27	33.60
43 pounds.....	20.76	21.65	24.22	27.63	30.99	34.40
44 pounds.....	21.24	22.15	24.78	28.27	31.71	35.20
45 pounds.....	21.72	22.65	25.34	28.91	32.43	36.00
46 pounds.....	22.20	23.15	25.90	29.55	33.15	36.80
47 pounds.....	22.68	23.65	26.46	30.19	33.87	37.60
48 pounds.....	23.16	24.15	27.02	30.83	34.59	38.40
49 pounds.....	23.64	24.65	27.58	31.47	35.31	39.20
50 pounds.....	24.12	25.15	28.14	32.11	36.03	40.00
51 pounds.....	24.60	25.65	28.70	32.75	36.75	40.80
52 pounds.....	25.08	26.15	29.26	33.39	37.47	41.60
53 pounds.....	25.56	26.65	29.82	34.03	38.19	42.40
54 pounds.....	26.04	27.15	30.38	34.67	38.91	43.20
55 pounds.....	26.52	27.65	30.94	35.31	39.63	44.00
56 pounds.....	27.00	28.15	31.50	35.95	40.35	44.80
57 pounds.....	27.48	28.65	32.06	36.59	41.07	45.60
58 pounds.....	27.96	29.15	32.62	37.23	41.79	46.40
59 pounds.....	28.44	29.65	33.18	37.87	42.51	47.20
60 pounds.....	28.92	30.15	33.74	38.51	43.23	48.00
61 pounds.....	29.40	30.65	34.30	39.15	43.95	48.80
62 pounds.....	29.88	31.15	34.86	39.79	44.67	49.60
63 pounds.....	30.36	31.65	35.42	40.43	45.39	50.40
64 pounds.....	30.84	32.15	35.98	41.07	46.11	51.20
65 pounds.....	31.32	32.65	36.54	41.71	46.83	52.00
66 pounds.....	31.80	33.15	37.10	42.35	47.55	52.80
67 pounds.....	32.28	33.65	37.66	42.99	48.27	53.60
68 pounds.....	32.76	34.15	38.22	43.63	48.99	54.40
69 pounds.....	33.24	34.65	38.78	44.27	49.71	55.20
70 pounds.....	33.72	35.15	39.34	44.91	50.43	56.00

# BUSINESS FLIGHT



**If it's safety you're looking for, read this interesting piece of news...**

● Forty-three United States domestic, territorial, and international airlines have won the National Safety Council's 1950 aviation safety awards. On top was TWA which operated 4,420,434,000 passenger-miles between March 11, 1947 and August 31, 1950, without a single fatality. American, which had been the first to complete safely four billion miles, turned in a perfect record between November 29, 1949 and the end of 1950 during which it flew 2,019,384,000 passenger-miles. United reached the 3,620,439,000 mile mark on December 31, continuing its spotless record set at the end of the previous year. Hawaiian has had an amazingly perfect record for 21 years; Colonial, 20 years; Inland, 19 years; Northeast, 17 years; Mid-Continent, 16 years; Continental, 15 years; Chicago and Southern, 14 years; Braniff, 11 years; Uraba, Medellin and Central, 10 years; Caribbean-Atlantic, eight years; Panagra, seven years; National and Pioneer, five years each. Passenger death rate was 1.1 per 100,000,000 passenger miles for domestic operations—best in air transportation history. Balance of the scheduled carriers completed 1950 without a fatality.

**American and Statler put their heads together and come up with a good plan...**

● Business air travelers who may be negotiating business deals in Boston, Buffalo, Cleveland, Detroit, New York, Pittsburgh, St. Louis, or Washington, will be interested in learning of American Airlines' deal with the Statler Hotels. If you happen to be a holder of one of AA's Air Travel Cards, you'll find it quite welcome at any one of the Statler chain. Mere presentation of the card will establish personal credit and will enable you to charge any and all hotel expenses. Statements are mailed to you by Statler. The card's good for room accommodations, meals, and even for cashing personal checks. A neat arrangement. And the air travel, of course, is billed in the normal manner by the airline.

**1,600 Ford men participate in largest industrial flight in transportation history...**

● During the months of February, March, and April, the Ford Company sponsored a customer service contest in its Central Sales Region. Winners were promised a flight to New York and return, replete with entertainment and banquet at the Waldorf Astoria where they were to spend their weekend. There were cash prizes, too, as well as five new Ford Victorias. Purpose of the contest was to encourage Ford owners to bring their cars to Ford dealers for parts and servicing—a dealers' contest from start to finish. Came the big day and 33 transports provided by American, Capital, Eastern, Lake Central, Northwest, TWA, and United, took off from 13 different cities in the United States, flying nearly 1,600 Ford dealers, parts managers, service managers, and company officials. We don't know who cooked up the name for the mass flight converging on New York, but it's an apt one: *Broadway Flying Jamboree*. Anyhow, it's a high of some sort; we can't remember any other such operation of this magnitude. Meanwhile, the Ford people are quite happy about it, certain that the whole plan will create a "reservoir of good will among Ford owners by enabling them to get the best out of their cars and trucks." It was estimated that approximately 800 of those aboard the aircraft were experiencing their first flight. And the Air Transport Association winks a wise old eye and is reasonably certain of having made brand new customers for the airlines.

**Pan Am's President Service**

● Pan American World Airways' President service now is on a daily basis, and it has been extended from London to Paris. Billed as a super-luxury flight (meals from Maxim's, etc). A President special flight (this one's with complimentary champagne) operates to London once a week, and to Paris and Rome twice weekly.



### **TWA combination sleepers**

● Another sleeper-and-seat flight between New York, London, and Frankfurt has been put into service by TWA. In addition, a similar flight to Rome via Paris has been placed in operation. The addition of these flights now gives TWA 10 across the Atlantic. Sleeper-seat flights to London and Frankfurt depart from New York at 6 p.m. EST every Sunday and Tuesday, with return leaving the two cities every Tuesday and Thursday afternoon. The flight to Rome takes off at 6 p.m. EST every Wednesday, and departure from the Italian capital at 3 p.m. local time on Saturday.

### **Northwest goes original...**

● Every American business man flying to the Orient is acquainted with the assortment of literature designed to make his stay there a little easier. The folders and booklets provide helpful hints on native customs, language, food, hotels, etc. Many a bewildered executive has thanked God (and the airline's public relations department) for such literature. Now, the folks over at Northwest Airlines have produced similar literature in "reverse English"—this for the Oriental counterpart of our flying American businessman. Handy questions like "Will someone help me through Customs?" or "May I smoke now?" are printed in Chinese and Japanese one one side, with the English translation on the other. The folder also contains translations of American Customs and immigration procedure.

### **Baseball takes to the air**

● This is the season when baseball is very much big business, and getting in on schedule is very much the business of the bigwigs who make the baseball wheels go around. Of course, flying baseball teams are nothing new. For years, *Air Transportation* has been the recipient of innumerable news releases from virtually every scheduled air carrier in the country. Western Air Lines, however, points out that recently it hauled half of the Pacific Coast League on the same day, just to make certain that the double headers would go off as per schedule. The Hollywood Stars were flown home from Sacramento, the Beavers from Oakland to Portland, Seattle back to home from Los Angeles, and the Seals from San Diego to San Francisco.

### **Tidbits from everywhere**

● Panagra is providing low-cost, one-plane, through-service flights to Bolivia, and has augmented such flights to Ecuador, Peru, Chile, and Argentina. The "tourist-class" service to Bolivia is on a one-a-week basis. Elapsed time has been reduced... Colonial Airlines is modernizing its DC-3s to include five more seats... Northwest Airlines is literally rolling out the red carpet for its *Stratocruiser* passengers, this strip of crimson stretching from gate to loading steps... Philippine Air Lines informs us that "airline accommodations may now be arranged for travelers to visit both Israel and Trans-Jordan and return to the first country, if desired"... The International Air Transport Association, which met in Bermuda several weeks ago, has made air rates throughout the world uniform. In the Fall of next year, new low-cost transatlantic fares will be inaugurated. Willis G. Lipscomb, vice president-traffic and sales of Pan Am, has criticized the delay "not only through this year, but also through the Summer of 1952"... Ralph S. Damon, president of TWA, has received an award from the American Society of Travel Agents for the airline's broadening "the travel horizons of people everywhere"... British European Airways has inaugurated its long-awaited scheduled helicopter services. It is pointed out that "businessmen from Birmingham wanting to pick up planes for the Continent will save about six hours' travel time by taking the helicopter service".

### **Attention, Shippers...**

Revised International Air Cargo Rates are scheduled for publication in the next issue of *Air Transportation*. As usual, this feature will be found in the *Air Commerce* section.



## VIPs In Flight

**CORNELIUS H. B. RUTTEMAN**, chairman of the Hercules Powder Company, flew from London to New York via BOAC, and then on to Wilmington, Delaware, to confer with building supplies executives. Purpose: obtaining materials for building projects planned by his company in England.

Another recent BOAC passenger was **Lord Glenconner**, a director of Imperial Chemical Industries, who came over for a three-day party in New York. Spoke with American directors of the Palestine Potash Company. Idea is to resume operations of the potash works in the Palestine area which had been destroyed in the Arab-Israeli war.

**Fernand J. Martens**, United States manager of Sabena, has come up with quite a roster of business VIPs who recently made the transatlantic crossing in Sabena's DC-6s: **Baron Edouard Empain**, chief executive of Societe Generale; **Ferdinand Chenu**, construction director of the same Belgian banking institution; **Jacques Rulot**, executive of the Belgian Chemical Union; **Jacques Solvay**, of Solvay et Cie.; **Rinaldo Aresi**, United States representative of the Franco Rol Chemical Industries of Italy; **Franco Rol**, head of the latter organization (and who also happens to be a famous racing car driver); **Jan Winter**, president of Firearm International, Inc.; **Armand Bastine**, of the Belgian Chemical Corporation, and a member of the Belgian Economic Mission; **Andres Soriano**, president of Philippine Air Lines, on the way to his home in the South of France; **Israel Zupnik**, president of the Nut Oils Company; **Otto Lang**, of Twentieth Century Fox, on the way to Africa for a survey of movie locations; **John D. and Lawrence Rockefeller**; and **Georges Marquet** and **Victor Ernest**, respectively president and secretary-general of Great European Hotels, Inc.

Five-and-a-half million dollars worth of radio equipment was purchased in the United States shortly after **Zvi Prihar**, Director General of Post, Telegraph, Telephone, and Radio, Israeli Ministry of Transport and Communications, arrived in New York via El Al Israel National Airlines. Prihar also spent some time here conferring on technical problems concerning use of the equipment.

**Dr. Walter C. Lowdermilk**, world-famous soil conservation expert, has El Al to Israel where he will serve as consultant on land conservation work in the Holy Land.

Panagra has taken a quick look-see at one of its most recent business passenger lists and offers the following names: former Postmaster General **James Farley**, chairman of the board, Coca Cola Export Corporation; **John Stahl** and **Frank Sheppard**, vice presidents, Bankers Trust Company; **Luis Aguirre**, vice president, Grace National Bank; **J. Peter Grace**, president, W. R. Grace and Company;

## Mr. Murphy May Get a Kick Out of His Plane, But It's Just Another Business Tool

LET'S examine the case of **S. D. Murphy**, president of the Mouldings Division of Thompson Industries, Inc., of Indianapolis.

Several months ago, Murphy was adjudged a winner in the Ryan Aeronautical Company's well-plugged Flying Businessman of the Month contest.

For logging 81 hours and six minutes in a single month, the business head received an engraved bronze plaque.

Murphy's company operates a couple of *Navions* (the other one is used by the Sales Department), and, as Ryan explains it, he "thinks nothing more of hopping into his plane for a several hundred-mile business trip any day of the week than the average person feels about getting into his auto and riding to work."

Murphy is a typical user of the private plane as a business tool. In a nutshell, he is able to operate all over the Midwest or even into the South, transact some important business, and be home in time for dinner.

And for an air-minded executive, it doesn't take much to recommend airshipment of his products.

Asked for a typical day in his life as a flying businessman, Murphy offered the following:

"Left Indianapolis 7 a.m. Picked up two passengers in Atlanta, Georgia 11 a.m. Stopped at Valdosta, Georgia (where another of Murphy's plants is located) for lunch and transaction of business. Flew to Jacksonville, Florida for another business conference. Returned to Atlanta, dropped the two passengers, and had dinner with them. Continued to Indianapolis, arriving 10:45 p.m."

And he added:

"We don't consider the use of our planes as an unusual procedure, but whenever we have anywhere to go we never think of using any other means of transportation, whether the distance is 75 miles or 750 miles. We simply consider the *Navions* as very worth while additions to our stock of business machines. They have increased our efficiency and our ability to give better service to our customers."

Thompson Industries, Inc. uses its executive aircraft the year 'round. It is pointed out that in spite of weather conditions which occasionally hamper flying in the Winter months, there have been relatively few cases when business trips were interrupted.

**Harold Meloche**, of the Detroit Chamber of Commerce; **James Sadifer**, export manager, S. C. Johnson and Sons Company; and **Felix duPont**, president, duPont Paint Company.

**Major General Hjalmar Riiser-Larsen**, famous Norwegian explorer-business leader-military officer, flew into New York via Scandinavian Airlines System, to attend a meeting of United World Federalists, Inc.

There is the second case of a sudden decision one morning to make a personal call on officials of the Pontiac Division of General Motors. Prompting the decision was the slowness of a certain order in coming through.

Murphy took off from Indianapolis at 11:15 a.m., and landed at Pontiac at 1:50 p.m. (Three hundred and sixty miles separate the cities.) He was met by his representative, lunched with him, went into conference with Pontiac officials at 2:45 p.m., concluded it satisfactorily an hour later, and headed for the airport and home. Of course, he had dinner at home that evening.

"We're convinced the use of these planes has definitely reduced the out-of-pocket expenses of traveling," Murphy said, "without giving any consideration to the time our personnel has saved or the better service we are able to give our customers."

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There is hardly a page of this book that doesn't communicate brilliantly, yet simply, the outward mystery of the air world. It is an intensely interesting adventure into the realm of flight.

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## AIR TRANSPORTATION



## GUEST EDITORIAL

(Continued from Page 5)

low the road traveled by hundreds of years of sea transportation and a century of rail transportation.

In a capsule, freight forms the tremendous bulk of surface traffic, and will perform the same way for air.

Of course, I recognize that the existent problems surrounding air freight will have to be solved before the full potential will be realized; but even as I write, these problems are being worked upon by experts everywhere, and some of them are well on the way to a permanent solution.

Meanwhile, LAI is concentrating on transatlantic traffic, and is among those IATA-member airlines which are doing a significant job in elevating the standard of living in Europe.

Best of all, LAI believes in serving the international shipper.

## SUCCESS STORY

(Continued from Page 9)

up the capacity necessary to accommodate the tonnage that is available, which far exceeds the capacity today of all of us combined."

While Emery Air Freight is technically an indirect air carrier, it has sidled away from the general operational practices of most freight forwarders. Its forte is *express*, as distinct from the air services of Railway Express Agency; and its manner of handling shipments is not at all the same. Which gave cause to John C. Emery to utter this recent statement:

"Call it air express or air freight, as you please. The ordinary methods of air forwarding have long since become outmoded while, at the same time, America's great airlines have advanced in efficiency and capacity many times over."

Emery is extremely fortunate in having generated an *esprit de corps* among its personnel—a get-up-and-go spirit which has paid off both the company and its representatives. Not the least important of Emery's policy is promotion within the ranks of the firm. This is doubly valuable in view of the revolutionary move to train its cargo solicitors and operations supervisors "the Emery way"—an expenditure of roughly \$800 per employee. The basic course fills all of two weeks, and the advanced course (which even some managers take) another two weeks. No half-baked representatives for Emery, say company executives. Knowing fully how the company operates and what it sells is a requisite.

Emery's incorporation was on April 22, 1946, and the first shipment was

handled the following August 6. From that time onward, expansion has been geared to earnings. A profit showed up in its third calendar year—a year during which \$1,000,000 business was handled. At that time, approximately 45% of the company's business was plucked from the graphic arts industry. While Emery's volume in that industry has since risen by 50%, it now accounts for only 25% of the firm's total traffic.

Interesting to note is that 22% of Emery's business originates from or is destined to off-line points. (This should cause some quarters to sit up and perform a double-take.) The off-line business is expected to be developed to a greater degree. It's a key, too, to Emery's success.

Emery's Contract No. 1 was with the Federal Reserve Bank of New York. The operation called for pickup at 11 p.m. Delivery to downtown Cleveland was an accomplished fact by 4:30 a.m. the following day. Then Emery reached out for additional Federal Reserve Banks, and before long a total of 16 (the company's high mark) was being served. Followed the Investment Underwriters. Emery clicked again. To this day, it handles 95% of every financial printing shipment over 15 pounds.

"We blanket each industry touched," Leonard G. Hunt, vice-president, explained. "We have learned, through experience, the wisdom of satisfying the particular needs of the shipper or industry."

## National Defense

Hunt stated with obvious pride that an ever-increasing number of Emery's current shipments are in the interest of national defense. This probably came about through a normal course of events, for a large number of this country's leading manufacturers are the forwarder's clients. Apparently the Emery operation has caught the fancy of the Air Force, which, according to Hunt, has recommended the use of the organization "whenever feasible and whenever expeditious handling is required."

Now there was the case of an electrical appliance manufacturing firm which was faced with the problem of announcing a nationwide price reduction on the same day, and gearing its advertising and promotion to the same schedule. Emery was called into the picture. Following some across-the-desk planning, Emery handled 424 shipments to 212 cities and towns. The operation was almost perfect—almost, but not quite. There were two misses: one due to a flood, and the other to human error (it was delivered 24 hours too soon).

It was in 1948 that the air freight

forwarded augmented its "blue ribbon service" (so named by Mary Pandick, president of Pandick Press) with a "business-day-to-business-day" air freight service.

In the Spring of last year, Emery moved into machinery and manufactured goods. This coincided with the inauguration of its "shipping in reverse" procedure. For example:

A road construction contractor, working at Aberdeen, Maryland, found himself faced with a problem of gargantuan proportions when a vital 60-pound gear in his 11-ton paving machine suddenly went out of kilter one afternoon. This was no ordinary breakdown in production, for he was responsible for 200 laborers; he had 80 trucks under contract to operate 24 hours a day; and, to boot, he would be up against a severe penalty clause if the machine was not clanking away by morning. There would be considerable loss on the cost of renting the trucks, and there was considerable danger that he would lose a percentage of his help.

The construction man phoned a Philadelphia distributor, who, in turn, called his supplier. The latter was located some 40 miles from Buffalo. The gear was ordered, and the supplier was informed that an Emery man would call for it in about an hour. No sooner had the distributor hung up than he phoned Emery's Philadelphia office, gave the representative there the name of the Buffalo supplier, part number, purchase order number, and the name of the individual to be contacted. This information was relayed by teletype to Emery's Buffalo station. By 5 p.m. the part had been picked up by the forwarder's truck.

The first flight out of Buffalo was caught at 7 p.m., an American Airlines plane taking the freight aboard. Meanwhile, Emery in New York had been alerted to meet the flight at 9:25 p.m. The rush shipment went aboard Eastern Air Lines' 11:30 p.m. flight for Baltimore, and was offloaded there two hours later. An Emery man met the flight, phoned the contractor at Aberdeen (routing him out of bed), and advised him to get his work crews together. The part was put on the 3 a.m. train, taken off at Aberdeen by an agent, and final delivery made in time

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for resumption of the road's construction.

Now, this type of "personal expediting" does not compete with the ordinary operation of a forwarding service. Emery is candid in underlining the fact that its emphasis on super-speed, flexibility, and control, as outlined in the preceding paragraphs, draws a higher fee. The company is proud of its record of the on-time arrival of 95 percent of its daily shipments.

This month, Emery Air Freight will be working out of 27 offices located in key cities throughout the country. By the end of the year, the total is expected to rise to 36; and by the end of next year, 50. Seven districts have been set up. Next year there will be a dozen. Personnel at this writing is somewhere in the vicinity of 260, with average age 29.

"Yes, there's youth and spirit in our organization," says H. J. "Ray" Snyder, vice president and general manager. "We see it that they know their job, like it, and do it."

Editor's Note: *Air Transportation* is indebted to Qantas Empire Airways for Keith Newman's illuminating article.

## AIRY HOUSES

(Continued from Page 8)

The project of 23 houses, with the associated buildings, was the biggest attack on the problem, but by no means the only one.

In Lae's general residential subdivision, 14 homes have been begun, with six completed and occupied by married staff.

These are being pre-cut on the mainland to plans drawn by Qantas architects Rudder, Littlemore and Rudder, of Sydney. John Stubbs and Sons Pty. Ltd. are the builders.

Four houses are being built for married staff at Madang to the architects' design, and four "Bulolo" houses for single men, one being adapted to serve as their kitchen and dining room.

Four "Bulolos" for married staff and an office building will be erected at Port Moresby.

At Lae, John Stubbs have erected a large new hangar, a passenger handling and office building, plus workshops and storeroom.

Of the 23 houses grouped on the main site at Lae, five are for passengers. All of the 23 have been adapted from a standard "Bulolo" house to serve as

quarters for single men, who will live in groups of five. Each will have a separate room with wash basin in each, and will share a shower room and a broad airy veranda suited to the climate.

The houses are grouped around one of the biggest buildings in Lae, which provides lounge, bar, and dining room for passengers; lounge, bar, and dining room for staff; a spacious, well-ventilated kitchen, with "all mod. cons.," including electric cookers, dish washers, and refrigerated cool rooms.

From the passengers' lounge, a long pergola, roofed against the tropical rains and enclosed by flowering creepers, will lead to the five houses which will provide sleeping quarters.

## Built on a Slope

The houses are painted externally in pastel shades of blue, green, and ivory, and are grouped on a slope running down from a steep hill, which those who have been to Lae will remember as a landmark. Here the designers have made the most of prevailing breezes and the view.

Qantas has instituted a planting programme to make the place cool and colorful. Passengers will, in due course, alight from their bus in the shade of flowering trees, and all around them will be green lawns and colorful shrubberies.

The timber from which the buildings are constructed also deserves a place in the story.

It is the "Klinki" pine, which occurs in substantial stands in the Bulolo Valley. Some of the trees are as high as 270 feet, and the biggest one brought into the Bulolo mill had a girth of 16 feet.

It is not the Huon pine of New Guinea, which occurs at higher altitudes.

"Klinki," for all its girth, gains an impression of graceful slenderness because of its great height and light branching.

The branches cause knotting in the upper lengths, which have a minimum use, but there is a high recovery of very high grade softwood, which is somewhat denser than oregon, but nevertheless a very kindly wood to work.

It comes from the mill a light golden yellow with an even grain, which works up nicely in furniture and panelling. Future Qantas passengers will be able to judge for themselves, for while most of the timber in the Qantas structures

has been painted as protection against the heat and damp, the lounges will be panelled in the natural timber with a protection of clear lacquer.

I regret that the married houses were not sufficiently far advanced to be lived in when I visited Lae, for Rudder, Littlemore and Rudder have embodied some interesting ideas in the design.

The fundamental thing, Mr. David S. Littlemore told me, was to design something that would function as a place for living with a minimum of effort on the part of the housewife, who would have servants, but not efficient ones.

"It should have a space concept—it should give the idea of a big, airy place to live in, and not consist of a series of little boxes forming rooms," Mr. Littlemore said.

The house must have the maximum of built-in furniture and ventilation, plus a high degree of protection from the sun.

## THE UNTRIED MARKET

(Continued from Page 10)

involved in these shipments. The answer was that the carrier's ramp personnel tried to keep them out of the sun and that was the only special treatment accorded the shipment in the ramp handling phase of the operation. The ramp chief also checked into the flight plan of the aircraft to find out if it called for an operation above 14,000 feet. If the flight plan called for cruise altitudes in excess of 14,000 feet, an effort was made to place the shipment in the forward fuselage baggage pit, because the belly pit temperatures were often far below zero. Interestingly enough, the strawberries were not destined to the larger centers of population, but were billed to smaller communities in the Texas Panhandle, and in the area west of Kansas City.

Inquiry as to claims again disclosed the fact that the claim experience was very low, and the shipper very happy with the service.

These, and many other similar instances, clearly indicate that most of the difficulties (other than price), in connection with handling perishable fruit and vegetables, are difficulties which have nothing to do with the air haul portion of the total transportation.

In both instances, they were fruits which had been trucked into the market in Los Angeles, unloaded, displayed,

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purchased, reloaded, trucked to the airport, unloaded, put on the ramp, and finally loaded into the airplane. Certainly, this routine operation involved as many, if not more, handlings than would be involved in a procedure which moved the perishables directly from the area where they were grown to the area where they were to be retailed.

The fact that these shipments continue, indicates that the ultimate consumer, who will pay airborne prices, is available at the point of destination. These shipments, however, create little or nothing towards the establishment of a year-round market for vine-ripened or tree-ripened merchandise.

Another difficulty with this type of shipment lies in the fact that, in each instance cited, the produce was destined to a city that is not productive of air freight to a point where the aircraft could pick up an economic payload to continue Eastbound, or to pick up sufficient poundage for a turn-around to California.

### Consumer Demand

There is no other single factor in this entire air freight picture that even approaches the importance of the development of the ultimate consumer.

Ratewise, it would be difficult to find a time more appropriate for efforts directed towards the creation of consumer demand for vine-ripened and tree-ripened perishables. Compelling evidence is available to support the conclusion that air freight rates, particularly the Eastbound directional rates, cannot be expected to be any lower than during the period from this time until September of 1951, when these rates will undergo careful scrutiny by the Civil Aeronautics Board for the purpose of determining if they have actually accomplished their purpose, to wit, the development of perishable fruit and vegetable traffic.

In the light of the problems and the prohibitions that surround the carriage of perishables in combination passenger-cargo aircraft, it is reasonable to assume that no significant tonnages of fruits and vegetables will be developed for carriage in combination aircraft. By reason of the practical operating and technical facts involved, it can be assumed that upwards of 80 percent of any new fruit and vegetable tonnage, will of necessity, be unable to move on combination aircraft and must depend upon all-cargo aircraft.

Furthermore, perishables cannot be treated as "top-off" load to be carried only to fill otherwise unused space on all-cargo aircraft.

This is tantamount to stating that planeload movements are required, and in addition, the loaded aircraft must

move from a point which is as close as possible to the harvesting and processing area, directly to the destination city of ultimate consumption.

If the foregoing conclusions are valid, this phase of the problem summarizes itself. The present rate structure provides an opportunity to move perishables by air between the San Francisco Bay Area and Chicago at a line haul cost of  $7\frac{1}{2}\epsilon$  a pound.

It has already been demonstrated that, to at least small degree, there is a market which will pay a premium price for a premium product. This, then, is the market which must be developed and expanded.

It cannot be developed or expanded by irregular shipments of the same type of product which is picked "green-ripe" for surface transportation and whose only merit lies in the fact that it arrives in Chicago on Tuesday instead of Thursday.

Suppose that, by dint of two or three years of hard work and co-operative effort, it would be possible to determine by actual experience that the Chicago housewife would pay more than  $7\frac{1}{2}\epsilon$  a pound line haul transportation costs for premium merchandise. It would then be possible to develop a rate structure more nearly consonant with aircraft operating costs.

*"There is serious doubt that one housewife out of 100,000, who lives in the Northeastern industrial area, has ever tasted really vine-ripened or tree-ripened California fruit."*

—HARRY E. KARST



Such a happy development is utterly impossible until consumer demand is created, and the creation and expansion of the consumer demand for premium quality fruits and vegetables, entails actually delivering tree- and vine-ripened products so far superior to their surfaceborne counterparts, that there is justification for the higher prices involved.

The fact that airborne produce is going to cost more money should not be a deterrent. That is not the point. The point is, does the consumer think he is getting his money's worth.

The high cost, of itself, is not a controlling factor.

The 1951 Fords and Chevrolets are very good automobiles, but the fact

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that they are good automobiles, does not halt the sale of Lincolns and Cadillacs.

In short, there is a large market for premium price merchandise, but the merchandise must be of truly higher quality, if consumers are to be expected to pay the higher prices.

## State and National Implications

Thus far in this report, an effort has been made to point up some of the many problems which loom in the immediate future, for which solutions must be found if air freight is to gain its rightful stature.

It might be appropriate to pause for the purpose of attempting to determine if these problems are important enough to justify the amount of effort which must be expended in their solution.

There appear to be two primary interests which lend themselves to immediate consideration; these are the interests of the nation at large, and the interests of the State of California.

National interest is preeminent because of many different considerations of national defense and the national economy.

The interests of the State of California run a very close second, because it is the State of California which grows the produce upon which depends much of the national development of air freight.

The discussion of the national interest does not require the retelling of the story of commercial air transportation in World War II. The existence of a strong and progressive air transport industry has already proven itself to be an important adjunct to the military needs of the nation.

The Korean situation, alone, has demonstrated the fact that the available airlift of this country doesn't even approach this country's needs.

Airlift was demonstrated recently in North Carolina, where, in a simulated combat operation, 30,000 combat troops were flown into an airfield in less than two weeks, and, during the same period, 22,000 tons of equipment and supplies were flown in for their support. Operation Swarmer, therefore, would indicate that it takes almost three quarters of a ton of equipment to support every single soldier in the field.

America's military airlift needs have been publicly discussed by the two men in the United States best qualified to hold authoritative opinions on the subject. On April 19, 1950, Major General Laurence S. Kuter, Commander of the Military Air Transport Service, discussed the possibilities of mobilizing civil aircraft. General Kuter stated, in part:

"What will there be in civil hands to mobilize?"

## FOREIGN AIR MAIL RATES—PER 1/2 OUNCE

Aden .....	25c	Corsica .....	15c	Guadeloupe .....	10c	Newfoundland .....	10c	Salvador (El) .....	15c
Algeria .....	15c	Costa Rica .....	10c	Guatemala .....	10c	(incl. Labrador) .....	10c	Samoa, Western .....	25c
Albania .....	15c	Cuba .....	25c	Haiti .....	10c	New Guinea, Man-	10c	(British) .....	25c
Algeria .....	15c	Curacao .....	10c	Honduras (Rep.) .....	10c	dated Territory .....	25c	San Marino (Rep.) .....	15c
Andorra .....	10c	Cyprus .....	25c	Hong Kong .....	10c	New Hebrides .....	25c	Santa Cruz Islands .....	25c
Anglo-Egyptian .....	10c	Czechoslovakia .....	15c	Hungary .....	15c	New Zealand .....	25c	Sarawak .....	25c
Angola .....	25c	Dahomey .....	25c	Iceland .....	15c	Nicaragua .....	10c	Saudi Arabia .....	25c
Anguilla .....	10c	Denmark .....	25c	India .....	25c	Niger .....	25c	Scotland .....	25c
Antigua .....	10c	Dodecanese Islands .....	15c	Iran .....	25c	Nigeria .....	25c	Senegal .....	25c
Argentina .....	10c	Dominica .....	10c	Iraq .....	25c	North Borneo .....	25c	Seychelles .....	25c
Aruba .....	10c	Dominican Republic .....	10c	Italy .....	15c	Northern Ireland .....	15c	Siam .....	25c
Ascension Island .....	15c	Ecuador .....	25c	Italian Somaliland .....	25c	Northern Rhodesia .....	25c	Sierra Leone .....	25c
Australia .....	25c	Egypt .....	15c	Ivory Coast .....	25c	Norway .....	15c	Sierra Leone .....	25c
Austria .....	15c	Elire (Ireland) .....	15c	Jamaica .....	10c	Nyasaland .....	25c	Slovenia Islands .....	25c
Asore .....	15c	England (and Wales) .....	15c	Japan .....	25c	Okinawa .....	25c	Somalia .....	25c
Bahamas .....	10c	Eritrea .....	25c	Kenya .....	25c	Pakistan .....	25c	Southern Rhodesia .....	25c
Bahrain Islands .....	25c	Estonia .....	25c	Korea .....	25c	Palestine .....	25c	Southwest Africa .....	25c
Baleares Islands .....	15c	Ethiopia .....	25c	Labuan .....	25c	Pakistan .....	25c	Spain .....	15c
Balkhistan .....	25c	Falkland Islands .....	10c	Latvia .....	15c	Pakistan .....	25c	Spanish Guinea .....	25c
Barbados .....	10c	Faroe Islands .....	15c	Lebanon (Rep.) .....	25c	Pakistan .....	25c	Straits Settlements .....	25c
Barbuda .....	10c	Fiji Islands .....	25c	Leeward Islands .....	10c	Pakistan .....	25c	Surinam .....	25c
Bechuanaland .....	10c	Finland .....	15c	Liberia .....	25c	Pakistan .....	25c	Sweden .....	15c
Belgium Congo .....	25c	Free Territory of .....	15c	Libya .....	15c	Pakistan .....	25c	Switzerland .....	15c
Belgium .....	15c	Trieste .....	15c	Lichtenstein .....	15c	Pakistan .....	25c	Syria .....	25c
Bermuda .....	10c	French Cameroons .....	25c	Lithuania .....	15c	Pakistan .....	25c	Taiwan (Formosa) .....	25c
Bolivia .....	10c	French Equatorial .....	25c	Luxembourg .....	15c	Pakistan .....	25c	Tanganyika .....	25c
Bonine .....	10c	French Guinea .....	25c	Macao .....	25c	Pakistan .....	25c	Tibet .....	25c
Brazil .....	10c	French Indo China .....	25c	Madagascar .....	25c	Pakistan .....	25c	Tonga (Friendly) .....	25c
British Cameroons .....	25c	French Settlements .....	25c	Madagascar .....	25c	Pakistan .....	25c	Tonga (Friendly) .....	25c
British Guiana .....	10c	In India .....	25c	Malaya (Federation and Nonfederated) .....	25c	Pakistan .....	25c	Trans-Jordan .....	25c
British Honduras .....	10c	Oceania .....	25c	Malta .....	15c	Pakistan .....	25c	Trinidad .....	15c
British Somaliland .....	25c	French Somaliland .....	25c	Martinique .....	10c	Pakistan .....	25c	Trinidad .....	15c
British .....	10c	French Sudan .....	25c	Mauritania .....	25c	Pakistan .....	25c	Trinidad .....	15c
Virgin Islands .....	10c	French Togoland .....	25c	Mauritius .....	25c	Pakistan .....	25c	Trinidad .....	15c
Brunei .....	25c	Gambia .....	25c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Bulgaria .....	15c	Germany .....	15c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Burma .....	25c	Gibraltar .....	25c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Canada .....	25c	Gold Coast Colony .....	25c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Postal cards .....	4c	Greece (incl. Crete) .....	15c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Canary Islands .....	25c	Grenada .....	10c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Cape Verde Islands .....	25c	Grenadines .....	10c	Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Ceylon .....	25c			Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Chile .....	10c			Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
China .....	25c			Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Colombia .....	10c			Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c
Cook Island .....	25c			Mexico .....	25c	Pakistan .....	25c	Trinidad .....	15c

"Military planning for 1955 must take into consideration the airlift potential of all of the four-engine transports of all of the civil air carriers of the United States. We hope that the civil domestic two-engine fleet will be adequate to serve the wartime domestic economy. If the two-engine fleet should prove inadequate to meet domestic requirements in time of war, those of us in uniform will be the first to insist that four-engine transports be diverted from strategic long-range use to meet those long-haul domestic requirements which are obviously essential to the national effort in wartime."

He further stated:

"As of March 1, 1950, the total four-engine civil commercial fleet of all U. S. civil air carriers represents 891 or just under 900 C-54 equivalents. The current health of the business, while not discouraging, cannot be accepted as evidence that existing markets will bear any great increase in the capacities of those particular civil air transports. (Even if prototypes, designed for much more economical operation to tap new and much greater markets, were in production in 1950, there would

be little actual increase in available physical capacity by 1955.) Consequently, we must accept the fact that the long-range civil commercial capacity of the U. S. operators will not be greatly increased by 1955 beyond the present 891 equivalents, of which 100 percent or 65 percent or 35 percent may be available for strategic military use. The grand total of U. S. four-engine aircraft which can influence military transport planning in 1955 is around 1800 C-54 equivalents.

"Remembering that the Air Transport Command alone at its peak strength in July of 1945 operated 3,000 transport airplanes (admittedly of two- and four-engine category), it seems obvious that a realistic look at the types and numbers of transport airplanes which will be available to influence military plans in 1955 do not, to say the least, offer a wealth of resources to the military planners of the future."

Late in 1949, a statement was made by Major General William H. Tunner, Deputy Commander of the Military Air Transport Service for operations. Gen-

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All Securities  
including  
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similar interests All Other  
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(d) Greece, Cyprus, Turkey.....	2½¢	5¢
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eral Tunner concluded his remarks by stating:

"I believe the key to having an adequate number of transport type aircraft in the event of war is in having a large scale commercial air cargo business in the United States as well as a similar air passenger business.

"A thriving air cargo business in America could supply the plane makers with enough orders to keep their factories going during peace time, and, in turn, such a large scale air cargo business depends almost directly upon the development of a practical cargo carrier aircraft, simple, efficient air freight handling equipment and adequate air terminals.

"When even 5 percent of the air transportable cargo of the United States is carried by air, we will have in active daily use thousands of commercial cargo aircraft, whose yearly replacement requirements could sustain an aircraft manufacturing industry and whose existence will insure an adequate force of air transport aircraft in being. Military planners for air defense will then have as comfortable a feeling as the ordnance planners who must provide our trucks and surface vehicles.

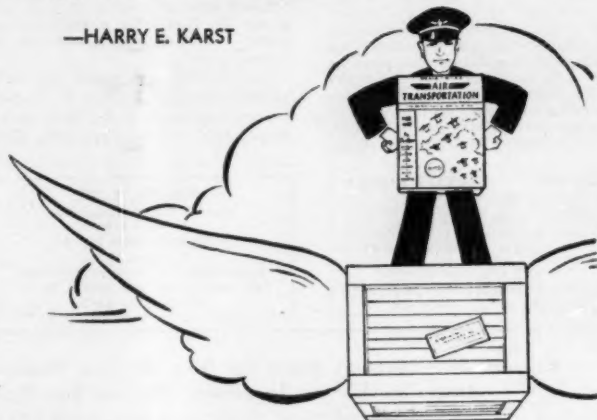
"But the greatest benefits will be reaped by the American citizen who will not only have a new improved and available defense weapon, but have at his command a cheap and practical air transport service to speed and improve the commerce of the world."

In view of the opinions held by men of the stature of Generals Kuter and Tunner, there can be no argument against the obvious need for the quickest, possible expansion of America's commercial air freight operations.

Another indication of national interest is found in Senate Bill S 3504.

*"The Korean situation, alone, has demonstrated the fact that the available airlift of this country doesn't even approach the country's needs."*

—HARRY E. KARST



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Under this bill, aircraft would be designed and built by the air frame manufacturers, with the Federal Government providing funds for testing and for modifications and improvements necessary to change a prototype aircraft into a certificated aircraft.

## Two Plane Types

Two types of airplanes, designed specifically for cargo, are pertinent to this report. The larger of these is a long-haul cargo liner, with a design payload of 50,000 pounds, and a block-to-block speed of 225 miles an hour, at a 2,000-mile range. The airplane will be powered with four turbo-prop engines. The testing of this airplane will involve 1,400 hours of flight at a cost of nearly \$2,000,000, approximately \$1,400 per hour.

The second cargo aircraft will be a smaller, twin turbo-prop ship, the configuration of which calls for a 13,000-pound payload at a block-to-block speed of 300 miles per hour, at a range of 1000 miles. This second aircraft will require 1350 hours of flight testing at a total cost of \$405,000, or an average hourly flight test cost of \$300.00.

In addition, it is estimated that it will cost \$1,000,000 to modify and alter these aircraft, which brings the total expenditure involved in the testing and modification of two new cargo types, to a total approximating three and one-third millions of dollars.

It is interesting to observe that S 3504 has received the complete support of D. W. Rentzel, Administrator of the Civil Aeronautics Administration.

Before undertaking his present important responsibilities, Del Rentzel had a long and thoroughgoing schooling in the best possible place to learn about practical aviation problems; i.e., the scheduled air transport industry. His



Typical airport scene showing loading of produce

reasons for supporting S 3504 are important, not only because he is the head of the CAA; they are even more important because they reflect his years of practical airline experience.

In his appearance before the Interstate and Foreign Commerce Committee of the Senate of the United States, Rentzel said, in part:

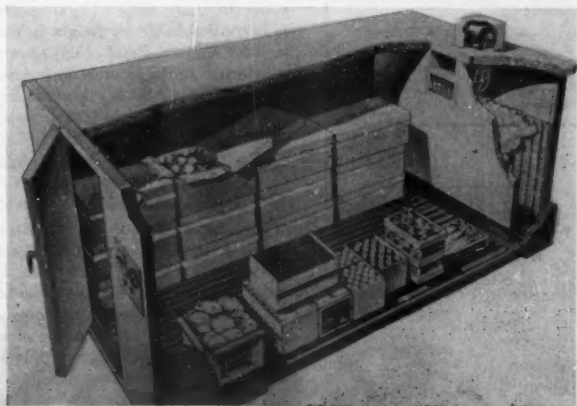
"Such a cargo aircraft is also, at this time, a major defense requirement. The existing deficiency in the airlift needs of the military makes it essential that an efficient, proved cargo aircraft be available in time of national emergency to meet that need. The gap between the emergency airlift requirement, and the ability of the combined military and civil transport fleet to fill that gap, is too great."

It would be most inappropriate to imply that this report on present-day air

freight problems has either the support or the concurrence of Rentzel, in view of the fact that, as yet, he has had no opportunity to read it.\*

It seems reasonable to assume, however, that Rentzel would be intensely

\* That is, at the time of its initial presentation.



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interested in any practical program, the objective of which is to provide the availability of sufficient payloads to support freight operations that are expected to employ turbo-prop aircraft of 50,000 pounds, or even 13,000 pounds payload capacity.

The State of California and its executives and legislators are certainly interested in national defense, but in addition, it is certain that they realize the importance of two of California's greatest industries for export, namely, agriculture, and air frame manufacture.

California has not only demonstrated its keen interest in agricultural problems because of their importance to the State; there is another compelling reason. California is geographically situated from 1,800 to 2,500 miles from many of its most important markets.

### Governor's Interest

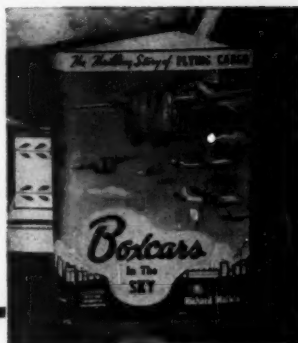
Specifically, Governor Warren has expressed an interest in the air transport of perishable fruits and vegetables which clearly indicates that he has taken the time and the trouble necessary to realize that before "potentials" there are "problems."

The official attitude of the State of California has an importance in these matters that far transcends its own vital interests, for California is the strategic area in which nationwide air freight problems must be realistically faced, and practically solved. It is California that must produce the Eastbound payloads required to support a large measure of the total growth of air freight in the United States.

It has been shown that there are major difficulties involved in attempting to carry perishable air freight in combination aircraft. Proof of this showing is indicated by the fact that such important perishable shipping points as Salinas and El Centro show that no freight originated, while only small amounts were boarded at such great agricultural centers as Sacramento, Fresno, Stockton, Visalia, Bakersfield and Modesto.

In summary, it appears abundantly clear that national interests and the interests of the State of California, are involved to a point where appropriate governmental agencies should take an active part in any program, the objective of which is the practical solution of the practical problems involved in the air shipment of mature fruits and vegetables.

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